

CHEMIST & DRUGGIST

The newsworthy for pharmacy

May 9, 1987

a Benn publication

Pharmacy low
priority as
a GP service,
Which? finds

Guild goes for
30pc-plus in
pay claim

Rural doctor
pharmacies get
contract benefits

Token scheme for
beauty trade

Council seeks
more money
for continuing
education

SOLIDAY REMEDIES
SPECIAL FEATURE

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References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.

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COMMENT



When you read this, there should be only 13 more voting days left to members of the Pharmaceutical Society of Great Britain to cast their votes in the Council elections. Quite sufficient time to study form and exercise this crucial professional prerogative. But how many will?

This week, for many, another opportunity to exercise their democratic rights will have come and gone in the local council elections. Fortunately, even in local politics, the majority of the electorate take the chance to vote. They know they really can switch the "colour", balance, policies, what-you-will, of the local council chamber and so alter the quality of local life. The same willingness to cast their lot with a particular candidate will be seen when the Government finally announces the date of the General Election. Around 70 per cent of the electorate usually vote.

As voters in national and local politics we quite obviously perceive the need to "be counted". Why then do we fight shy of exercising that same right



in pharmacy politics. Can it be that pharmacists doubt their ability to determine the course of their pharmaceutical lives through the ballot box? PSGB Council members are no more mandated to follow particular policies than their political brothers, less so because there are no "party lines" on Council — at least officially. However, they do have ears which can be "bent", often through the letters pages of the pharmaceutical Press if all else fails! And they do have that same, real influence on pharmaceutical lives as their political counterparts.

Just think what has still to be determined by PSGB Council: a policy on supervision of the

dispensing and sales of OTC and script medicines in community pharmacies; a policy on how standards should be maintained in the pharmacy; a policy on what constitutes the minimum size (and content) of a pharmacy, and, doubtless, policy on what particular extra professional roles pharmacists can properly exercise without conflicting with the interests of others. All are matters of vital importance to the profession.

The composition of Council and its character are determined by the character and chemistry of the individuals we elect to it. Earlier this year Council member Alan Nathan (*C&D*, February 14, p198) set out the workings of Council, explaining some of the constraints and opportunities operating within the chamber. The doubting voters should re-read his piece and the contrary views on referenda on key issues set out by fellow Council member Nick Wood in ensuing letters to *C&D*, and VOTE! Pharmacy is too important to be handed over to a silent majority.



Pharmacy low on surgery 'wants' list

Patients do not rate a pharmacy as among the most important services GPs can offer.

In a survey in this month's *Which?* magazine, published by the Consumers' Association, patients gave practice nurses the highest priority, closely followed by regular physical check-ups. "A pharmacy" came after district nurses, midwives, social workers, maternity services, services for the disabled and drug addicts, and clinics such as slimming or ante-natal clinics, but was considered more important than a dentist or chiropodist, self-help groups, health education, counselling and complementary therapists (eg acupuncturists), in that order.

Doctors themselves rated pharmacy as even less important, putting it above only

specialist doctors such as gynaecologists, and complementary therapists. Doctors thought special clinics were the highest priority, followed closely by screening facilities and a practice nurse.

Which? found over eight out of 10 patients were satisfied with the service their doctor provided but patients and doctors agreed there was a lot that could be done to make it better. If patients had to choose between more facilities and further to travel to the doctor, or fewer facilities but shorter travelling distance, 56 per cent said they would prefer a practice nearer home with fewer facilities.

The interviews were carried out on a random sample of 2,312 adults in Great Britain and 200 in Northern Ireland and postal surveys of 1,345 doctors last year.

Contract not hit by FPC action

The industrial action by FPC administrators has had little effect nationally on the introduction of the new contract, according to PSNC chief executive Alan Smith.

"A few are being difficult but most are helpful," he told *C&D*. "There seems to be little effect on the setting up of pharmacy practice subcommittees."

In the first month of the contract Mr

Smith says a lot of "defensive applications" have been made to FPCs to prevent other pharmacies opening.

■ Alan Smith has been campaigning against prescription charges on local independent and BBC radio in Sheffield and Newcastle. Each week 5,000 items on non-exempt scripts are not dispensed, he claims, and the number of scripts for over 30 days supply has risen to 16 per cent. He is concerned that patients may be "priced out of the market", as they have been with higher dental charges. A better way to raise revenue would be to add 5p to National Insurance, he says.

Trust to run AIDs efforts

The Government has set up a National AIDS Trust to co-ordinate voluntary effort on AIDS.

It will be an independent charitable trust whose work will be in two parts. A council of management, led by Sir Austin Bide, chairman, Glaxo Holdings plc, will look after the distribution of funds to voluntary organisations and provide information to those in the field. A second group, chaired by Mr Robert Maxwell, chairman, Mirror Group Newspapers, will co-ordinate public support and fund-raising for AIDS work. The Government will help to meet administrative expenses.

Other members of the council of management include Professor Michael

Adler, Middlesex Hospital; Dr J. Gallwey, Radcliffe Infirmary; Lord Goodman; Lord Jellicoe, chairman, Medical Research Council, John Fitzpatrick, Terrence Higgins Trust; and Ann Burdus, deputy chairman, Health Education Authority.

Draft guidelines have been sent to hospitals for autologous blood transfusions. Patients about to be admitted would give their own blood for use if they should need a transfusion during surgery. The Department of Health recommends that hospitals considering such a facility should ensure that the regional health authority is prepared to commit funds for the purpose.

A spokesman said not all hospitals would consider such a scheme was medically advisable, particularly as blood supplied by the National Blood Transfusion Service was very safe since AIDS screening was introduced.

NI pharmacists reject contract

The Northern Ireland Pharmaceutical Contractors Committee rejected the contract proposals put to it by the DHSS at a meeting last Thursday.

PCC secretary Mr T. O'Rourke was to put a counter proposal to the Department on Wednesday, which, he hoped, it could not refuse. "I am still negotiating on the basis that if I can get agreement with the DHSS then I will come back to the Committee with a deal for their approval," he said.

The DHSS is still apparently intent on a June 1 introduction, and a decision either way is likely to be reached this week. The DHSS has already notified the area boards that the new contract scheme will come into effect in June.

Should a decision be reached this week then a full contractors meeting will follow shortly.

PL charges

The Department of Health is considering charging for applications to vary product licences as a means of raising the cash necessary to meet "substantial forecast deficits".

The Department says it receives about 7,000 variation applications a year.

Licence fees are to increase in September and the Department recently asked for comments on proposals to increase minor and major application fees and to increase annual fees from 0.28 per cent to 0.31 per cent of turnover.

Initial reaction has now lead the Department to invite specific comment on the re-introduction of a fee for variation of licences. Licence holders are being asked if they would prefer the additional funds to be raised from an increase in the minor and major application fees as outlined and, either a standard charge of £75 for any type of variation application involving a product licence, or 0.03 per cent addition to the increase in annual licensing fees already proposed.

Comments should be sent by May 29 to Mr G. Rees, room 1021, Department of Health and Social Security, Market Towers, 1 Nine Elms Lane, London SW8.

In January, chemists and appliance suppliers in Northern Ireland dispensed 1,194,170 prescriptions (732,563 forms) at a gross cost of £6,429,003.41 and an average cost of £5.38.

Chemist & Druggist 9 May 1987

Guild goes for 30pc plus pay claim

The disparity between hospital and community pharmacist salaries, and the problems of recruitment and retention in the managed service, are reflected in a pay claim by the Guild of Hospital Pharmacists for, in some cases, nearly 40 per cent.

The 1987 claim, due on April 1 and agreed at the meeting of the staff side of Whitley Council last week, is based on that submitted last year, modified to take account of inflation and increases in average earnings. It asks for a rise in the lowest point in the basic grade scale of nearly 29 per cent, from £8,232 to £10,600; with the top point of the scale going up 27.5 per cent, from £10,344 to £13,192. Including emergency duty payments (EDPs), if paid, agreed last year at two incremental points, and standardised in this years claim to £648 per increment regardless of grade, the new basic grade scale claimed is £11,896 to £14,488.

Claims for the staff pharmacist grade run between 38.1 per cent at the bottom of the scale, to 33.3 per cent at the top. Together with a loss of the bottom point on the scale, the claim for staff pharmacists gives a new scale from £15,000 to £18,240, £16,296 to £19,536 with EDPs. The Guild also proposes a shortening of the principal grade-scale by some three points, with a new scale rising from £19,464 at the bottom without EDPs to £24,000 at the top, with EDPs up from £14,016 and £20,016 respectively.

Similar rises for other top staff would see the maximums for a principal grade 5 at £28,000, district pharmaceutical officers £30,000 and regional officers £32,000. A 39 per cent rise for pre-registration pharmacists, from £5,388 to £7,500 is also sought. The Guild says such increases are necessary to restore pay to levels competitive with community pharmacy, and to permit the service to respond to the challenges and developments proposed by the Nuffield Inquiry.

The extra £800 given last year to aid recruitment into the basic grade has had a negligible effect on the flow of pharmacists out of hospital pharmacy, with no detectable movement into the service from other branches of the profession, the Guild says.

The claim includes figures collected by the Pharmaceutical Society last November, which showed nearly 400 vacancies in basic and staff grades in



"No-one to serve you at the moment . . . They thought if that lot could win the Eurovision, they'd have a go next year."

England and Wales, only 100 down on the figure in June, before the key post-degree recruitment period. The Guild says that of the 450 or so graduates trained last year in the hospital service, only 25 per cent were retained.

"Many health authorities are continuing to experience severe difficulties in providing comprehensive pharmaceutical services, and many of the cutbacks introduced a year ago have had to be continued," it says.

The Guild dismisses speculation that the new contract for community pharmacy will solve hospital pharmacy's recruitment difficulties. Indeed, the Guild says that the 550 applications for registration of new premises under the old regulations lodged with the Society before March 31 will mean an increase in the number of community pharmacies over the coming months, with hospital pharmacy the probable "sump" for the pharmacists needed to run them.

Like last year, the Guild claim includes an appendix of recent job advertisements for vacancies in community pharmacy, with salaries ranging from £12,000 to £22,000 — newly-registered and locums may apply, — and including Boots' minimum £11,000 for a 37½ hour week profit sharing, Christmas bonus, staff discount, payment of PSGB fees and zero interest car loans.

Other items in the claim are the formalisation of resident pharmacists' conditions of service, the extension of special duty provisions to Saturdays, the extension of the late clinic fee scheme, an increase in annual leave to at least five weeks for all, increase in lecture fees, and a reduction in the working week with no off-setting against the salary bill.

Rises of 9.5 per cent for nurses, 7.7 per cent for doctors, and 9.1 per cent for the professions allied to medicine, were announced by Social Services Secretary Normal Fowler last week (C&D p801).

PDWG reports in one year late

The report of the Pharmaceutical Distribution Working Group has at last, nearly a year late, gone to the Minister of Health, and is likely to be published shortly.

The major recommendation of the report is the widely leaked 2 per cent cut in the wholesale margin. This could be implemented either by reducing the wholesale price or cutting the discount allowed to pharmacy customers.

The former method could be interpreted as a method of cutting the NHS drug bill (a politically advantageous move in the current climate); the other would effectively maintain wholesalers' and manufacturers' profit.

The proposal for a special wholesalers' licence, to protect "bona fide full range distributors" from profit taking by shortliners, was not felt to be within the remit of the working group. The idea had been put forward by the NAPD.

AIDS out!

More than 700,000 information leaflets will be used over the Summer to warn travellers leaving Northern Ireland about the danger of AIDS.

The campaign uses the slogan "AIDS: Keep it out of Northern Ireland" and is the first of its kind in the UK. The leaflets will be available to outbound passengers using Belfast International Airport, Belfast Harbour Airport, Eglinton Airport, Northern Ireland Railways, Sealink, Townsend Thoresen and Belfast Car Ferries.

Baby sampling exclusive

The first deliveries of a new sampling bag aimed at mothers-to-be and exclusive to independent pharmacies are to be delivered at the beginning of June by Countercall representatives.

New Mum sampling bags containing literature, products and money-off vouchers will be distributed to 7,000 independent pharmacies during Countercall reps' eight week cycle together with POS material promoting the operation. In all Infochem, who are running the operation, hope to distribute the bags to 380,000 mums-to-be by Spring 1988. They plan three campaigns: the first in June/July, the second in October/November and the third in February/March next year. This will allow for some seasonality to be introduced by manufacturers whose products are included in the bags.

The main brands to be included are Peaudouce Babyslips together with some literature, Nana Fempro, Robinson's baby foods, *Parentcare* magazine, TCP and possibly Heinz baby foods.

Infochem director Philip Forgham told *C&D* that independent chemists have long been neglected in the baby care field and that the New Mum sampling bag will boost business for them.

Mums who are visibly pregnant can ask for the free bags. All they have to do is sign a form and include their name and address and the date their baby is due. Pharmacists are to be encouraged to return the forms with a free prize draw. There are also to be trade deals arranged by the manufacturers whose products appear in the bags. The first of these is with Peaudouce, Mr Forgham said.

POS includes a poster, and a header

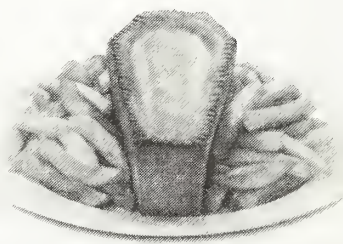
Liverpool in the dumps

A DUMP campaign was launched in Liverpool this week to run until the end of May.

Comedian Ken Dodd opened the proceedings at the city's Alder Hey hospital on Wednesday. Organised by Liverpool's Pharmaceutical Committee, the Liverpool Health Authority and the Environmental Health Department. It will involve 133 collection points at each pharmacy in the area.

LPC secretary Jeremy Clitherow said

The British die



What you can do about heart disease. Heart disease is Britain's number one killer. It causes one in four deaths in this country. But if everyone took some steps, many of these deaths could be prevented. We go to the heart already know the dangers of smoking. Now the danger of eating too much fat and eating too much as exercise as becoming active. We go to the heart already know the dangers of smoking. Now the danger of eating too much fat and eating too much as exercise as becoming active. We go to the heart already know the dangers of smoking. Now the danger of eating too much fat and eating too much as exercise as becoming active.

This advertisement, appearing in national newspapers, has incurred the wrath of the Meat and Livestock Commission who believe the coffin-shaped pie is designed to put people off meat. The ABPI's director of public and economic affairs, David Taylor, justified the advertisement on the BBC Radio 4 "Today" programme on Tuesday, saying it was part of a total "Look after your heart!" campaign which also urged people to stop smoking and exercise more, as well as cut down fatty foods

card for use with one of the bags in-store which gives details of a free draw for mums to win one of four colour televisions. The sampling operation is also to be promoted through the midwives' and health visitor Press, said Mr Forgham, as well as at major exhibitions for these professions.

Mr Forgham told *C&D* that Infochem's research has shown that post-natal sampling is a waste of time. Sampling pre-natally is preferable because mothers start to stock up with baby care products before their babies are born. And the later stages of pregnancy are best because that is when mothers start to get excited, he said.

the campaign has had a good build up in the local media, and he was expecting "millions and millions of old drugs and tablets to be handed in".

The Natural Medicines Group, formed around 18 months ago to raise awareness and educate the public to see "natural" medicines as part of mainstream medical practice, now has over 6,000 members. The Group, which held its first annual meeting on April 11 in London, claims more than 200 doctors, 500 nurses and almost the same number of pharmacists are among its members, and has established local groups throughout the country.

Tablet ID via computer

A computer-based identification system for tablets and capsules based at The National Poisons Information Service is now available free of charge, 24 hours a day, to health care professionals.

The IBM PCAT system has a data base which can be searched by markings, dimensions, and weight, and by a code based on physical characteristics, claim the developers Dr John Ramsey and Mrs Jean Wooley, both toxicologists at St Georges Hospital, London. All three approaches can be combined in any order using as much or as little data as is available.

The data-base, which has around 5,500 entries, is updated weekly, gives information on all UK solid-dose forms, and parallel imports. It includes OTC medicines and POMs for human and veterinary use, and anything which could be mistaken for a tablet or capsule, they say. Generics cannot be fully identified but the choice can be narrowed down depending on the patient's history, etc. Chemical tests can also be obtained from the computer.

Pharmacists who wish to use the system should telephone 01-407 7600 ext 40001.

DTB looks at the menopause

Hormone replacement therapy (HRT) for peri- and postmenopausal problems in women does not appear to have any established serious risks provided certain contraindications are observed, according to the latest *Drug and Therapeutics Bulletin* published by the Consumers' Association.

The many preparations available for such treatment, which can be prescribed by family doctors or community clinics, appear to differ little in efficacy or safety, provided that unopposed oestrogen (ie oestrogen alone) is given only to women who have had a hysterectomy. There do not appear to be any serious risks from short term or long term therapy when contraindications are observed. But the *Bulletin* notes in its review of when and how HRT should be used that few long term studies have been done.

The article looks at how to diagnose menopausal symptoms, contraindications for HRT and treatment regimes.

by Xrayser

OTC HC comes in quietly

The introduction of OTC hydrocortisone last week seems to have gone largely unrecorded in the consumer Press.

Small articles appeared in Saturday's *Daily Telegraph* and in May's *Cosmopolitan*. Only *The Independent* went into any detail with a 16in article by Andrew Herxheimer, editor of the *Drug & Therapeutics Bulletin*. He points out that because the products are branded consumers may not be fully aware of what they are buying, and that any side effects are unlikely to be reported. Elsewhere small adverts for Crookes Hc45 have been the only indications of the change.

The Glasgow Herald, however, took a novel approach with a piece entitled "Beware werewolf side effects". Concentrating mainly on the effects caused by prolonged use of stronger preparations, the story started "A drug which can cause werewolf-like symptoms goes on sale OTC in British chemists . . ."

□ The National Pharmaceutical Association's information department has been asked by many pharmacists if POM products can be sold OTC. Only those products listed in the Regulations (*C&D*, April 18, p679) can be sold as P medicines.

Role confusion

Ian Mullen, chairman of the Pharmaceutical General Council told Lanarkshire contractors this week that he was perturbed by the confusion that still existed over an extended role for pharmacists.

"The greatest confusion seems to arise in the supervision of dispensing and personal control of the pharmacy," he said. He urged the Pharmaceutical Society to provide enough information and guidance for the profession to be able to reach a decision by the end of the Summer. (*C&D* understands the Society intends to consult the branches, but not until the Autumn).

Mr Mullen said that the law must be changed if Nuffield's extended role was to be achieved. "We must be able to delegate certain dispensing functions to appropriately trained staff. The pharmacist should have the authority to determine at what stage further intervention is necessary, always with the proviso that he or she assumes ultimate responsibility," he said.

Quality control

We've had to live with generics from a wide variety of suppliers for a couple of years or more now. In the main it has not been too traumatic for us, though it undoubtedly caused severe pain to some of the ethical manufacturers who may be said to have become complacent in expecting to maintain, year in, year out, the high profits initially justified by R&D. I would think a change in outlook regarding on-going price for drugs at present still enjoying patent protection, must become a factor in price structuring for all innovative research based companies in future. But whatever the commercial results of the Government policy regarding generic drugs, the efforts of all sorts of manufacturers with tableting capacity to produce lower priced copies of the original ethical have not, in my opinion, been totally successful. The products may conform to BP standard, in that they contain the right amount of the drug, but from customer complaints and our own observations, we all know of products which fall short of acceptable when measured against the original.

I had one in the other day when a customer complained about the new tolbutamide I supplied. She said they smelled "funny" — which they did — and were too hard. She said she had indigestion after them, and thought they might not work, which worried her. So I took them back and gave her Rastinon. I checked them after she left and found unacceptable disintegration time just for starters. Since then I have had three ostensibly different tolbutamides, two from different "manufacturers" which looked so alike I believe they were identical, but relabelled. Both were acceptable, although the third was a slightly tinted tablet.

I have had patients complain about a variety of other tablets: diazepam, nitrazepam (didn't work!) and temazepam. The latter due to the unnecessary colour variations. But I have been told there is only one soft gelatin packer in the UK. Then there are the paracetamols, some of which hardly crumble at all while others disintegrate nicely. Some leave a bitter acrid taste, some are almost tasteless. Dispersable aspirin? That can be the biggest joke yet with the only possible comment on one being "eventually!"

I've just taken a few random observations to make the point that it's time quality controls were made to take in much closer performance factors. All this screed was set off by my efforts to help an older arthritic patient find some calcium and vitamin D tablets which she could actually

chew. She has false teeth, and is not strong of jaw. She has a sense of humour. And she needs it! She described her efforts to suck a tablet to death before giving up after two hours. Then her attempts to crush it! Between two spoons . . . with a hammer . . . "Like playing tiddley winks." I've worked long enough in pharmacy to have some knowledge of tableting and the problems with calcium salts. But frankly the hard, shiny products we are being sold fall far short of acceptable, bearing in mind the kind of patient most likely to be taking them.

Get it right

I couldn't help grinning at the letters from various companies which are published to correct what may be seen as oversights or omissions. Seven Seas draw attention to their products containing vitamin B6, which were not mentioned in an article by Professor Li Wan Po. Torbet Labs say Calsalettes will not soon be in short supply. (I never heard the rumour).

I was reminded of a customer this week who wanted a vitamin B supplement. I recommended Seven Seas, but she would have none of it. "Too big — can't swallow them." She wanted Sanatogen's new vitamin B complex, selling at £1.25 for 60 — two bottles.

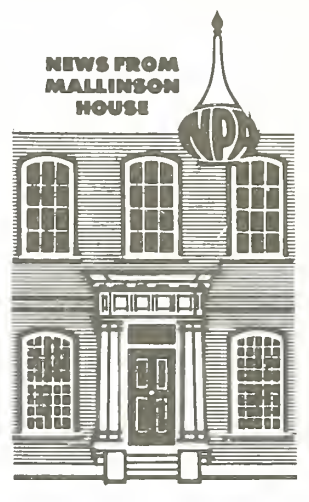
I didn't know the product but as the customer is nearly always right, offered to get it for her, which I did. When she called back she asked why I only had Seven Seas and Roche's B complex, along with one other expensive natural product. I replied that when I put items into stock I checked on formula, content, value for the customer, and felt my choice was good. So to show me up she said let's check the contents . . . Need I go on?

From a cursory check it was clear the tablets she ordered had about one fifth of the content of a Seven Seas capsule.

Postscript

How I enjoyed the comments reported last week (p856), from a dispensing doctor at Ropley, Hants. He kept wanting to give the scripts to the patient, then having to grab them back to be dispensed. He found it hard *not* to order by generic, but by brand (so as to maximise price for on-cost) and had also to remember only to order what they had in stock, as opposed to what in his judgment was best.

If any local pharmaceutical committee members are on the ball, they will, of course, cut the original paragraph out, for use in dispensing subcommittees when the occasion demands. Should be devastating. Oh, poor Dr Roberts!



Contract benefits could go to rural GP's pharmacies

The benefits that pharmacies owned by doctors opening in rural areas can expect from implementation of the new contract were highlighted by NPA Board members Don Ross and Mike Thornton at the April meeting.

Mr Ross, a member of the Rural Dispensing Committee, said that dispensing doctors who are adversely affected by opening of a pharmacy are entitled to RDC compensation from the Pharmaceutical Services Negotiating Committee's voluntary fund, even if they own the pharmacy themselves through a limited company.

Mr Thornton said that not only would doctors receive compensation for the loss of dispensing, but would also benefit from the Essential Small Pharmacy Scheme and gain dispensing business from patients within the one mile limit.

Pharmacist shortage Board members discussed the shortage of locums and manager/pharmacists, which, based on their own experience, showed some regional variation. Donald Ross suggested the situation was in a state of flux because of the new contract. It was also felt that free movement of pharmacists within Europe from October 1987 would mean that pharmacists from abroad might alleviate the problem. Peter Taylor said that shortage of pharmacists in his area was forcing pharmacy proprietors to give managerial posts to newly qualified pharmacists which was undesirable. The Board's concern will be passed to the Pharmaceutical Society for comment.

Consumer Protection Bill The NPA is continuing to seek an amendment under Clause 2 (2) which attaches liability to any person "holding himself out to be producer of the product". The Association is also seeking a State-underwritten compensation system for persons injured by defective goods.

Marking of Goods Regulations 1975 The Board welcomed the Department of Trade's proposed revision of these Regulations which come into force on January 1, 1988 and which will update and simplify the law.

Pharmacy Week A report on the objectives and specific projects for "National Community Pharmacy Week" was submitted to the Board. It was agreed that the Society, the PSNC and the NPA should present a united front with as little reference to specific bodies as possible with the emphasis being on "pharmacy".

Sponsorship is being sought from the pharmaceutical industry, and to cover initial expenses, each participating body was being asked to contribute £10,000.

"Health Care in the High Street" Several associations including the Psoriasis Association and the Multiple Sclerosis Society had confirmed that they were planning to produce leaflets for distribution through pharmacies. A further mailing of AIDS leaflets will take place in Scotland, and up-dated leaflets are available on request from Health Education Units in England and Wales.

PR Department Copies of Press releases issued by the department will be made available to all members on request. Stands at the St Albans City Hall for the NPA show on June 21 are fully booked.

Three "mini pharmacies" featuring veterinary products, Health foods, and disability aids were also being planned.

Confusing containers Mr Astill reported that in reply to his letter on the inadequate labelling of Isopto preparations, Alcan Laboratories had replied to say they would now be using colour coding to avoid possible confusion. The Board's representations to ICI regarding the similar packaging of Inderal LA, and Half Inderal-LA had resulted in a positive reply from the company. An example of the new design for the Half Inderal-LA was examined and approved.

Cheque frauds Members are to be warned about training staff in procedures for detecting forged signatures. A training video is available from the NPA.

The National Council for Vocational Qualifications NPA training officer Ailsa

Benson had been invited to join the NCVQ project group dealing with retail distribution. The group has responsibility for determining vocational qualifications for the retail trade at all levels.

EPOS systems Mr Peter Taylor, chairman of the computer subcommittee, reported on an *ad hoc* meeting which had considered a report about two companies jointly approved as suppliers of an EPOS system to NPA members. Relations between the two companies have broken down and the NPA felt it could no longer recommend them. Hence it was decided that although both companies would be present at the NPA show they would not be in a position to offer a negotiated rebate to NPA members.

Zero-rated guide list The NPA's list of VAT zero-rated products is to be republished.

OTC hydrocortisone preparations A customer information notice on these products is being prepared, and it will list accepted indications and unsuitable conditions.

BSI Matters The British Standards Institution is considering the case for revising the 1973 British Standard BS1679 Part 5 for eye dropper bottles.

Private Patient scheme The NPA Board approved a proposal from Private Patients Plan that NPA members in Surrey be invited to display PPP leaflets on their counters.



PAGB director John Wells (left) and secretary Sheila Kelly (second left) with NPA director Tim Astill and training officer Ailsa Benson, on a recent visit to Maillinson House



HELP A MILLION COUPLES BECOME PARENTS

At any one time around one million women are trying to get pregnant. Yet many of them will find it taking up to two years to succeed. And for some it can be even longer.

By monitoring Luteinising Hormone (LH) levels, home ovulation tests have now made it possible for these couples to predict peak fertility and so improve their chances of conceiving.

But now that you can recommend Clearplan, you can give your customers even greater help.

That's because Clearplan is the most reliable home ovulation test

available since it's the only one to contain 10 tests, so ensuring accurate testing even for women with irregular cycles.

Clearplan is also the simplest home test available - with no test tubes, droppers or pipetting involved. Taking just 30 minutes a day to carry out, Clearplan gives a clear easy-to-record result that's more than 98%

accurate in detecting the LH surge that usually occurs up to 36 hours before ovulation.

Having been successfully used in fertility clinics, Clearplan is now available through pharmacies. And as it comes from Unipath, makers of Clearblue, you can be sure it will receive extensive trade and marketing support in addition to a major consumer advertising campaign.

So you should plan to stock Clearplan. As the most reliable test available it's another chance for you to help your customers. While for them, it could be the chance of a lifetime.

CLEARPLAN
OVULATE AT THE SYSTEM

YOU CAN'T RECOMMEND A MORE RELIABLE TEST

Unipath Ltd, Norse Rd, Bedford MK41 0QG. Clearplan and the fan device are trademarks © 1987 Unipath Limited.

Share in the success



SUCCESSFUL BRAND

In the fast growing sweetener market now worth £25m, Hermesetas is **outright brand leader**

HERMESETAS	33%	(Source: Year-On-Year Volume Sales – Latest Nielsen Audit)
Sweetex	29%	
Canderel	9%	
Natrena	8%	

- Hermesetas showing consistent year-on-year growth +5% by volume +16% by value
- Hermesetas continues to achieve high level market penetration.

SUCCESSFUL NEW PACKAGING



- Smart new packs with modern design.
- Attractive matching blistercards for high on-shelf impact, optimum clarity, and ease of consumer recognition.
- Extended range includes additional new sweetener size – Hermesetas Gold 600 in a convenient Table Top Dispenser.

Hermesetas-Brit

Distributed by:

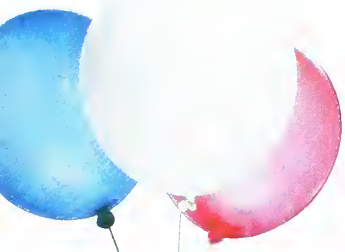
JB Jenks Brokerage

Castle House, Desborough Road, High Wycombe, Bucks HP11 2HS. Tel: 0494 33456

ss of Hermesetas

SUCCESSFUL RESEARCH

Following an extensive research programme Hermesetas have developed an innovative new positioning to capitalise on the ever-growing social acceptance and appeal of sweeteners. This new Hermesetas positioning 'The Sweetener To Share' will appeal both to **current consumers** and attract **new users**, and in the process encourage market development and growth.



SUCCESSFUL ADVERTISING

Hermesetas' uniquely creative advertising continues through 1987 with the stylish '3 Balloons' campaign.

Total Brand support for the year is **£2 Million**

- Heavyweight Press Advertising
- Strong On-Pack Promotions
- Comprehensive PR Programme
- National Sponsorship with BBC TV Coverage

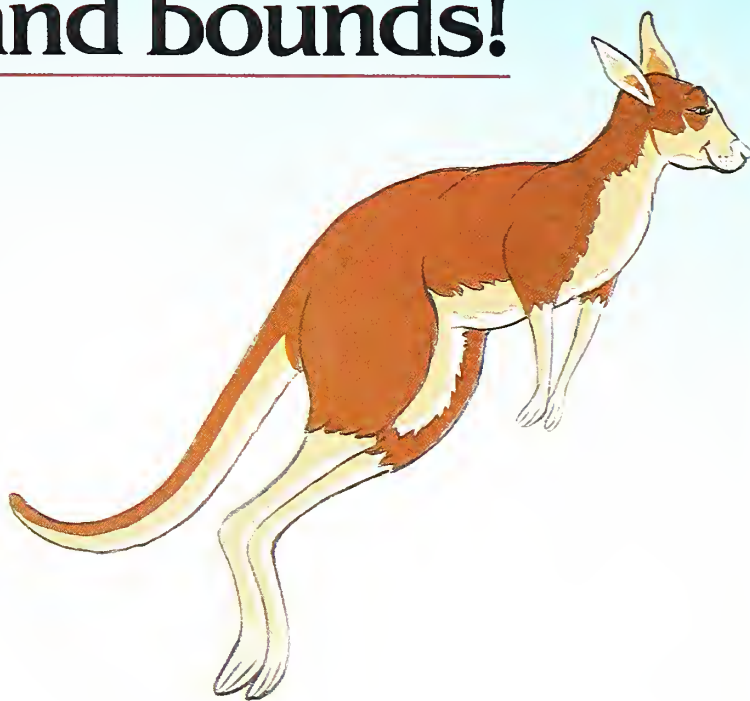
Hermesetas. Tastes too good to keep to yourself.



Good news should always be shared. Especially when it comes in the shape of a sweetener. Hermesetas Gold. A sweetener that's as good as the taste of sugar. The taste of the future. A sweetener that's as good as the taste of sugar. And a sweetener that's as good as the taste of sugar. Unlike any other, it could mention Hermesetas Gold. The sweetener to share.

No.1 Sweetener.

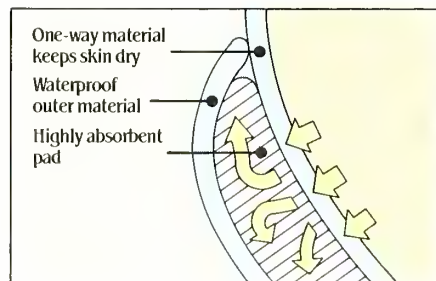
Life for incontinent people can be improved by leaps and bounds!



The Kanga range of pants and pads has been designed for the active person who wants to lead a normal everyday life.

Kanga pants – Designed for comfort

Kanga pants for women and men feature an externally fitted waterproof marsupial pouch into which the Kanga pad can easily be inserted and removed.



Unique pouch keeps patients dry

The advantage of the pouch is that it keeps the wearer separate from the pad. This helps to keep the skin dry even when the pad is wet. The result is improved COMFORT as well as a reduced risk of soreness and skin rashes.

Kanga pants are designed to fit people of all shapes and sizes. Not only is there a wide range of different sizes, but elasticated ties at both the waist and the leg give a snug and comfortable fit.



Kangalady

Kanga pads – Highly absorbent

Kanga pads are specially made to give the wearer the maximum degree of comfort and security.

That's because they are filled with a highly absorbent fluff pulp. In fact, up to 300 ml of urine can be absorbed by one pad. But since not everyone needs that level of absorbency, Kanga pads are available in different weights to suit people whether they have light, moderate or heavy incontinence.



Kangamale

Kanga pants and pads. Designed to help incontinent people lead a normal life.


Kanga

**Gives comfort, dryness and confidence
right through the day.**

Nicholas

Nicholas Laboratories Limited
225 Bath Road, Slough SL1 4AU
Tel. Slough 23971

Kanga is a trade mark

Extra funds requested for 'new role' education budget

The Health Departments in Scotland and Wales are to be asked to provide extra funding for continuing education for the extended role of the community pharmacist.

It was reported to the Postgraduate Education Committee at this month's Council meeting that there would be an approximate doubling of the annual allocation for Part II courses in England for the financial year 1987-88.

The Committee had received no information on the intentions of the Scottish or Welsh Health Departments, either on basic funding or on extra funding for continuing education for the extended role.

It had also been approached by the DHSS on the possibility of part of the additional Part II allocation in England being used to finance central initiatives related to the extended role which could be made available to regional course organisers.

The Committee, at its next meeting, is to consider which aspects of the extended role should be covered in continuing education programmes.

Council also agreed that working groups should be set up to look into ways of improving the collection and analysis of information on course attendance and to make recommendations on the basis for regional distribution of the Part II allocation.

Regulations on standards. The Society has been assisting the Government by preparing model regulations on standards for pharmacy premises. Mr J.A. Myers was told that the Society's law department had drawn up model Regulations to help the Government implement Section 66 of the Medicines Act 1968. He asked how many community pharmacies would comply fully and how many would need upgrading.

The secretary and registrar replied that the regulations had been re-drafted in the light of discussions with the DHSS and were now in its hands. He could not say how many community pharmacies would comply fully with the proposed Regulations, but would be better able to do so after a forthcoming survey of pharmacies.

It was unlikely that all would comply; some estimates suggested that most pharmacies might not comply with certain aspects, but would be able to comply easily in future, without significant expenditure.

Data sheets wanted. The Society is to seek the distribution of data sheets to pharmacists whenever they are supplied to medical practitioners. A change in primary legislation would be required if pharmacists were to receive data sheets as of right, so an approach will be made to the Association of the British Pharmaceutical Industry, seeking a change in its code of practice.

Publicity for dispensing. The Ethics Committee has decided that publicity for prescription collection and delivery services is a form of publicity for dispensing and should conform to paragraph 7 (iv) of the Code of Ethics.

Such publicity should therefore appear only in the Press, teletext and telephone directories, and "should contain no matter other than : (a) the name, address and telephone number of the pharmacy; (b) the hours of service; (c) the words 'pharmacy', 'chemist', 'pharmacist' and 'MPS' or 'FPS', of which one word only may be used in an advertisement in a discreet manner and then only once in an advertisement whether or not the word appears in the company or business name; (d) indication of the availability of specific products and/or a general description of the professional services available including any specialised services".

The Committee looked at a number of examples of publicity for collection and delivery services and considered that their variation created confusion. The topic is to be considered by a reconvened working party.

Ban on slimming aid. A letter is to be sent to the superintendent pharmacist of a pharmacy company stating that the company should cease its practice of selling bottles containing both caffeine and pseudoephedrine tablets for slimming purposes. One of the Society's inspectors had purchased a bottle containing 14 Pro-plus (caffeine 50mg) tablets and 14 Sudafed (pseudoephedrine 60mg) tablets, labelled with directions to take one white and one yellow tablet each mid-morning and mid-afternoon. The inspector had been told that the tablets were sold as an aid to slimming.

Neither product is licensed for use as a slimming aid, and it was agreed that their sale for such purposes was a breach of the Code of Ethics. It was also considered that the supply of tablets mixed together loose in the same bottle was poor professional practice, and the pharmacist should be required to stop such practice.

Free movement. Mr Myers asked when

there would be freedom of movement for pharmacists within the European Community. The secretary and registrar replied there would be freedom of movement as soon as the countries concerned had implemented the relevant Community directive. The date laid down was October 1, but free movement could not take place between any two countries until both had the necessary legislation.

Information to patients. The Society is to set up a working party to consider in detail an ABPI discussion document on information to patients on medicines.

Minimum size of pharmacies. Council has appointed a working party to consider the question of a minimum size of pharmacy premises to provide an efficient pharmaceutical service.

Confidentiality. The Department of Health has confirmed that pharmacists would be included in the definition of "qualified health professional" within a proposed Code on Confidentiality of Personal Health Care Information.

More support for research. The Society is to inform a House of Lords subcommittee that there should be more support for pharmaceutical research. Among other things, the Society's letter will state that research funding for pharmacy suffers because it often falls between the disciplines represented by the Medical Research Council and the Science and Engineering Research Council.

Wider audience for PINS. Preregistration pharmacy graduates and non-pharmacists are to be allowed to subscribe to the Pharmacy Information and News Service.

The subscription for preregistration graduates will be the same as for pharmacists, ie, £10 plus VAT. Non-pharmacists will be allowed to subscribe at the charge levied for companies and organisations — £50 plus VAT.

Health Data. The Society is to hold talks with representatives of Health Data, a company which offers a computer-link information service, to discuss the possibility of the Society's involvement in subjects on which there should be a pharmaceutical input.

Student: staff ratios. Council is to write to the University Grants Committee and the National Advisory Body for Local Authority Higher Education to restate its case for improved student: staff ratios in schools of pharmacy.

Green cross jumpers. The Society is to object to a proposal from a hospital pharmacist for the use of the green pharmacy emblem on pullovers worn by pharmacists during professional activities which do not require the traditional white coat or specialist protective garments. It was noted that badges were available bearing the green cross design.

Madopar tabs dispersable

Roche have developed Madopar dispersible tablets as a means of overcoming difficulty in swallowing due to the dysphagia identified in one in three patients in a survey conducted by the Parkinson's Disease Society.

The tablets, in both 62.5 and 125 strengths, disperse in water to make a drink of milky appearance, which is "almost tasteless", and which has been shown to be acceptable to patients, say Roche. The dose should be taken within 30 minutes of dispersing the tablets. Packs contain patient information leaflets.

Manufacturer Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts.

Description Round, white tablets with "Roche" and the strength imprinted on one face, with a single break bar on the other. Madopar 62.5 dispersable tablets contain 50mg levodopa and 14.25mg of benserazide hydrochloride (=12.5mg

base). Madopar 125 dispersible tablets contain 100mg levodopa and 28.5mg of benserazide hydrochloride (=25mg base).

Uses Anti-Parkinson agent.

Dosage As for Madopar capsules.

Contraindications warnings etc As for other Madopar capsules.

Packs Madopar 62.5 bottles of 100 (£6.98), Madopar 125 bottles of 100 (£12.60 both prices trade).

Product Licences 62.5 tablets 0031/0220 125 tablets 0031/0221.

Issued May 1987.

Ung Merck 500g

Merck are introducing a 500g jar of Unguentum Merck (£9.80 trade). The company says that Unguentum Merck is increasingly being used as a cosmetically acceptable emollient for extensive skin conditions like atopic eczema, where it can be used in place of soap. Merck also see usage of the 500g jar in community nursing and for extemporaneous dispensing. *E. Merck Ltd, Four Marks, Alton, Hants.*

Astra have launched a 28-day calendar 56-tablet pack of Betaloc 50 (£2.90 trade). The existing 100 and 500-tablet packs will remain available, say *Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts WD4 8DH.*

The Product Licence for Trental injection lapses on September 6. Hoechst say they will continue to supply against routine orders up until the end of May, and returned material will not be credited until after September 6. Any pharmacist who has difficulty is obtaining supplies over the next few months should contact Hoechst UK direct. The company has discontinued the 600 tablet pack of Lasix 20mg. *Hoechst UK Ltd, Hoechst House, Salisbury Road, Hounslow, Middx.*

Novo Laboratories are introducing colour coded snap-off tamper evident caps on human insulin vials from May. Vials of Human Actrapid are to have a tactile marking to help poorly sighted diabetics distinguish soluble Human Actrapid from longer acting human insulins. *Novo Laboratories Ltd, Ringway House, Bell Road, Daneshill East, Basingstoke, Hants.*

IMPORTANT NOTICE Pharmacists and Pharmacy Assistants. YOUR HELP IS URGENTLY REQUESTED.

As you are aware both the Juvela Gluten-free loaf and Juvela Gluten-free Fibre loaf have been available SLICED or UNSLICED for some time.

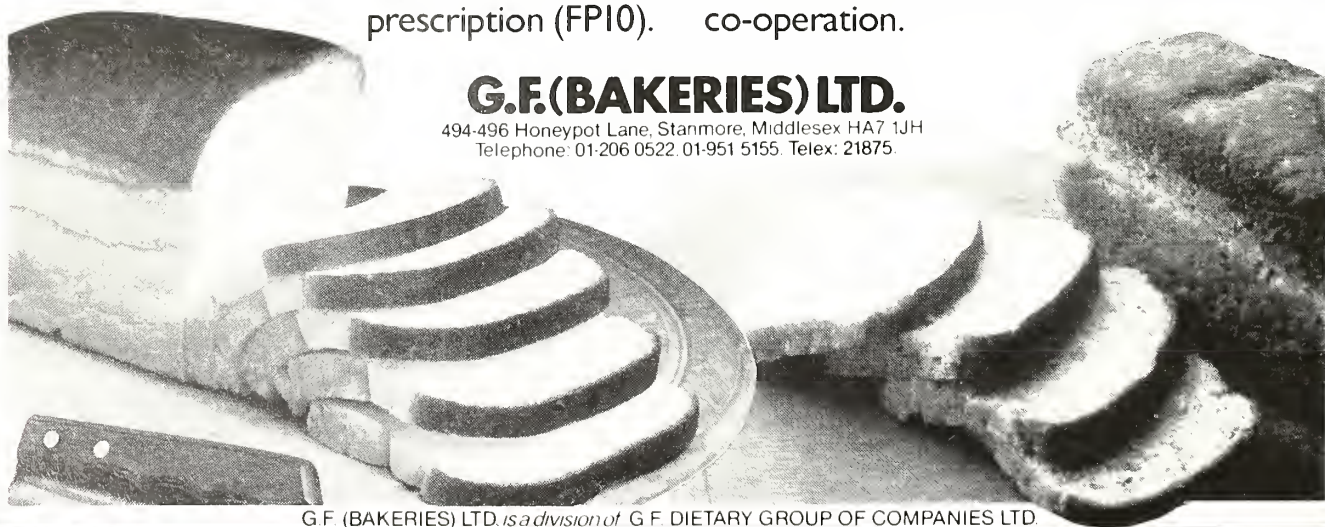
Unfortunately despite our efforts to ensure that all patients are aware that they **MUST SPECIFY WHICH TYPE THEY REQUIRE.**

As this is not normally detailed on the prescription (FPI0).

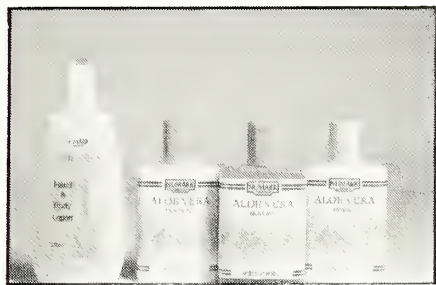
Many patients are neglecting to do so and are writing to us expressing their disappointment that their chemist doesn't stock the new Sliced just the ordinary loaves! We would be most grateful if you could remind them when they hand in their prescription and detail your orders accordingly. Many thanks for your co-operation.

G.F.(BAKERIES)LTD.

494-496 Honeypot Lane, Stanmore, Middlesex HA7 1JH
Telephone: 01-206 0522, 01-951 5155. Telex: 21875.



G F (BAKERIES) LTD. is a division of G F DIETARY GROUP OF COMPANIES LTD



Skin deep

Numark are introducing a range of four aloe vera skincare products, and are backing the launch with a special price promotion.

With packaging designed to be soft and feminine, the range includes a cleanser with silk, toner with cucumber and moisturiser with collagen (£1.25, 150ml) and hand and body lotion (£0.79).

For the launch period, which runs until the end of June, four of each of the three facial products will be available in a special counter unit each retailing at £1.20, with a back-up stock of six. And the hand and body lotion will carry a special price of £0.72, say *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU*.

Have a ball

Black & Decker are supporting their Stowaway personal care travel products with a holiday consumer promotion.

From now until July 31 consumers will receive a free Stowaway beach ball with every purchase from the range. The campaign receives further support from a mystery "shopper" visiting participating stores to award prizes for the best displays. In-store material includes posters and special headers for merchandisers. *Black & Decker, Westpoint, The Grove, Slough.*

J & J grow-up

Johnson & Johnson baby products are launching a Summer promotion aimed at further increasing their share of the adult toiletries market — their first major promotion for several years supporting adult usage.

The promotion "Building for the future" is being run in conjunction with the Nationwide Building Society and takes the form of a consumer competition with £100,000 prizes presented as savings in the Nationwide Building Society.

Support will include features in over 500 Nationwide branches throughout the UK, a direct promotional message to three million Nationwide customers and a women's Press advertising programme. Leaflets will also be incorporated in over 100,000 Bounty bags. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks.*



Looking for a job?

Work in sales & marketing . . . C&D readers looking for a change will find fresh opportunities in a special Classified advertisements section, which this week begins on p904. The new heading appears in every issue, and introduces offers of some very attractive and lucrative appointments. Well worth investigating . . .

Shulton saver on Mandate

Shulton are running an offer on their newly launched Mandate conditioning shampoo (£3.95 125ml).

A 60ml size conditioning shampoo is available packed with a 50ml after shave splash or spray (each usually £5.45) for an offer price of £5.95. Special packs are available until the end of June and there will be further activity later this year, say *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN*.

ON TV NEXT WEEK

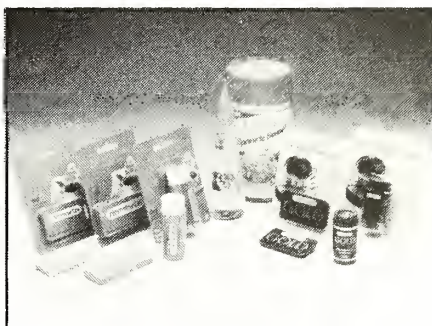
GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt Bt-am	TT Tyne Tees

Amplex deodorant:	C,TVS,LWT,C4
Askit powders:	GTV,STV
Bio-tex:	All areas
Cluster bars:	All areas
Fiesta kitchen towels:	All areas,C4,Bt
Gillette Contour Plus:	All areas,C4
Jaap's health salts:	GTV,STV
Kavli Crispbreads:	TT
Natrena sweeteners:	All areas
Old Spice Ovals:	Bt
Peaudouce Babyslips:	Bt
Pretty Polly stockings:	All areas,C4
Reach toothbrushes:	All areas
Robinson's babyfoods:	Bt
Signal toothpaste:	Bt
Wilkinson Sword Profile razors:	All areas

Take a share of Hermesetas

Hermes Sweeteners are aiming to target Hermesetas at the whole family with the relaunch of their Blue and Gold range, backed by consumer advertising.

With a strategy headlined "the sweetener to share", the company aims to expand out of the slimming market. New modern packs provide a corporate identity, and the Gold range will now feature a 600 table top dispenser (£2.49), with a one by one mechanism.



Advertising runs until the end of October in major women's magazines, *TV Times* and Sunday supplements, and the company promises trade and consumer promotions. Distributed by: *Jenks Brokerage, Castle House, 71 Desborough Road, High Wycombe, Bucks HP11 2HS*.

Gillette calling

Gillette are mounting a major coupon drop to 3 million targetted homes this month.

The coupon, worth 15p off any purchase of Contour plus or GII plus, will be incorporated in a leaflet explaining the benefits of Lubrastrip which has now been incorporated into both the swivel head Contour plus and the fixed head GII plus system razors, say *Gillette UK Ltd, Great West Road, Isleworth, Middlesex*.

Easy does it

Clairol are backing Nice 'n Easy hair colourant with a £1.4m advertising campaign and promotion.

Commercials are running on national television until the end of June, coinciding with a £1 off next purchase on-pack promotion. One 50p off token features on each promotional pack, two being needed to redeem the full £1, on offer to customers until next January. *Bristol-Myers Co Ltd, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS*.

Here are 10 reasons to stock this versatile healer for the whole family

①

Distributed nationally by Unichem (Product Code P782292); Macarthy (Product Code 060-210); and Vestric (Product Code CAL 447A).

②

Also available from local wholesalers.

③

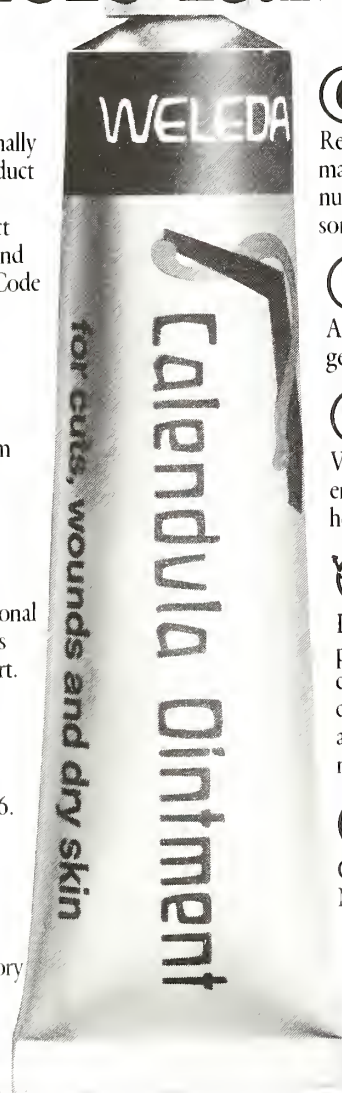
Heavyweight national and specialist press advertising support.

④

Display outers of 6. Unit RSP £1.80.

⑤

Special introductory discount gives 38% P.O.R. available only from wholesalers.



⑥

Recommended by many midwives to nursing mothers with sore nipples.

⑦

A very effective general wound healer.

⑧

Very wide endorsement from health professionals.

⑨

Indications: To promote healing of cuts, wounds, cracked or dry skin and sore nipples in nursing mothers.

⑩

Contra-indications: None known.

Fact pack on Weleda Calendula and general information on all Weleda products from:

Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire, DE7 8DR.

WELEDA

COUNTERPOINTS

Nappy event expected for Numark and Milupa

Numark and Milupa are running a Bonniest Baby competition on disposable nappies.

In May, June and July all packs of Numark disposable nappies will have the Bonny Baby photo competition flash on them and will contain an entry form. Numark chemists will also receive 150 entry forms together with merchandising material in their kits.

This year's competition is split into two age groups — babies up to six months and babies between seven and 20 months — with a first prize of £250 and a second prize of £125 in each group, plus trophies engraved with the baby's name.

Entry forms should be sent to Numark head office by September 25, together with a recent photograph of the baby plus the Numark symbol from any Numark nappy pack and the packet top from any Milupa product. A free sample of Milupa infant food will be sent to every entrant who requests the return of their photographs, say *Independent Chemists Marketing Ltd*, 51 Boreham Road, Warminster, Wilts BA12 9JU.

Dress 'em up with Dunbee

Kalico Kids and Festival are part of a new collection of young children's lightweight summer wear in the Benjy range marketed by Dunbee Consumer Products.

The four products in the Kalico Kids range are all suitable for both boys and girls. They include: a dungaree and shirt, play shorts and shirt, shorts and shirt and trousers and shirt. The white shirt is made from a cotton and polyester mix, while trousers and shorts are made from a calico material in blue, pink, mint or cherry. Retail prices begin at £7.99.

The Festival Collection is supplied in two colours, baby pink or blue. The four styles in the range are: dungaree and shirt, play shorts and shirt, shorts and shirt and playsuit and blouse. A white shirt or blouse is matched with shorts, playsuit and dungarees in striped seersucker. Retail prices are between £4.99 and £5.99. *Dunbee Consumer Products Ltd*, Slington House, Rankine Road, Daneshill Industrial Estate, Basingstoke, Hants.

Spoon feeding

Cannon Babysafe are enclosing a free weaning spoon with their 80oz Babysafe polycarbonate feeding bottle.

The polycarbonate weaning spoon, worth about 20p, has an extra shallow bowl and well-rounded edges. Promotion bottles are individually packed in orange-flashed boxes and retail at £1.09. *Cannon Babysafe Ltd*, Lower Road, Glensford, Suffolk.

For toothy problems

Chamomilla, Weleda's homoeopathic product marketed for teething problems is now available in liquid form (25ml, £0.25; £6.42 trade for six bottles) in a self-advertising display outer.

Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire DE7 8DR.

Baby Orthodontic Products' postal address is now PO Box 42, South P.D.O., Manchester M20 8YN. And they have taken on a new retail sales and distribution company: *Counterpoint Ltd*, Bury Business Centre, Kay Street, Lancs BL9 6BB.

The First Years have moved to new offices and warehousing at The Mill, Hatfield Heath, Bishop's Stortford, Herts.



Ciba get display fever

New display material from Ciba Consumer to support Otrivine hay fever formula for the Summer includes wall posters, 3D showcards, counter units for holding stock, shelf wobblers and scratch pads.

A public relations campaign is currently under way, along with

distribution of an informative hay fever poster to schools etc (also available to pharmacists on application).

Ciba say Otrivine hay fever formula proves to be most useful when it is used as an adjunct to antihistamine therapy. There is some evidence that nasal congestion is less responsive to antihistamine tablets than other hay fever symptoms, they say. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

Foiled again

The Food Supplement Company are launching Foil capsules, a concentrate of lipids of deep sea cold-water fish in capsule form (30, £3.39).

One capsule daily will provide sufficient omega 3 fatty acids — eicosapentaenoic acid and docosahexaenoic acid — claims the company. *Food Supplement Company Ltd, Seymour House, South Street, Godalming, Surrey GU7 1BZ.*

Eye eye!

Crookes are putting £1.3m worth of national television advertising behind Optrex this Summer.

The three month campaign starts on June 1, and features a 20-second commercial on the "What a sight for sore eyes" theme.

The company claims an 80 per cent share of the £8m OTC eyecare market for Optrex, which it acquired four years ago. *Crookes Products Ltd, 1 Thane Road West, Nottingham NG2 3AA.*

Pollen count

Haymine is to appear in national and regional Press advertisements and on radio when the weather forecast includes a high pollen count.

Free leaflets on hay fever are available from Pharmax. Distributed by *Chemist Brokers, division of Food Brokers Ltd, Milburn, 3 Copsem Lane, Esher, Surrey.*

Say Cheese...

This new range of SIRIUS cameras will make you and your customers smile!



SIRIUS cameras are now available from David Anthony Pharmaceuticals, retailing from £9.99 to £29.99 with a great deal in it for you. For further details contact your agent or direct from:-

David Anthony Pharmaceuticals

Spindus Road Speke Hall Industrial Estate
Liverpool L24 1YA Telephone: 051-486 7117
Telex: 629846 Hermes G Fax: 051-486 5955





Kodak go for longer life with batteries

Kodak are entering the £1.25 billion European consumer battery market with ranges of lithium and alkaline batteries — Ultralife, Xtralife and Photolife.

The £2m UK launch will feature distribution common to existing film stockists with television advertising in the

Autumn, radio and poster campaigns, and with national Press advertising to back a 1,000,000 banded film and battery promotion in June. AA batteries will be banded free to twin Gold packs of 135-24, 135-26, and 110-24 films.

Battery packs feature the company logo and black and gold livery of films. Kodak believe this quality image will "charge" their batteries with added potency and aim for distribution through all retail outlets.

Range flagship is a 9v lithium power cell (around £3.99), available in Autumn which has double the performance of an alkaline equivalent, and a ten year shelf life, Kodak say. These batteries weigh less than alkaline equivalents, have an air tight seal, are highly resistant to corrosion, and "shut down" if they over heat past 90°C, Kodak say.

Xtralife alkaline batteries are available in the five popular sizes — AA 2s, £1.29; AA 4s, £2.45; AAA, £2.45; C 2s, £2.25; D 2s, £2.45; and 9v, £2.35.

The Photolife range comprises 18 sizes: AA 4s, £2.59; AAA 4s, £2.59; silver oxide (S) 6v, £4.59; mercury (X) 27, 5.6,

£1.92; lithium (L) 28 6v, £5.80; X 23, 5.6v, £2.28; alkaline (A) 74, 1.5v, £3.27; alkaline N 1.5v, £0.54; 223L 6v, £7.72; S76 1.5v, £1.13; X 625 1.35v, £0.82; 58L 3v, £3.13; X 675 1.35v, £0.59; A 76, 1.5v, £0.37; A 625 1.5v, £0.45; X 400, 1.35v, £0.93; A 825, 1.5v, £0.85, and X 640 1.35v, £0.85. These batteries can deliver 10 per cent extra flashes through camera equipment, say Kodak.

Eight merchandisers are available including floorstanding and wall-mounted versions, and a selection designed for the countertop, plus a rotary merchandiser: There will be "competitive" sell-in packages, the company says.

Kodak batteries have been selected as the "official product" for the Seoul and Calgary games allowing the company to incorporate the Olympic logo in artwork.

"We have a broad technical background through years of innovative application of batteries in cameras. The business is a natural extension of Kodak's marketing and technical expertise", says Ultra Technologies manager Chris Tombs. *Ultra Technologies Division, Kodak Ltd, PO Box 66, Hemel Hempstead, Herts.*

A new Aludrox display is now available for the summer season, with an attractive deal for you and a great competition.

Aludrox^{*}

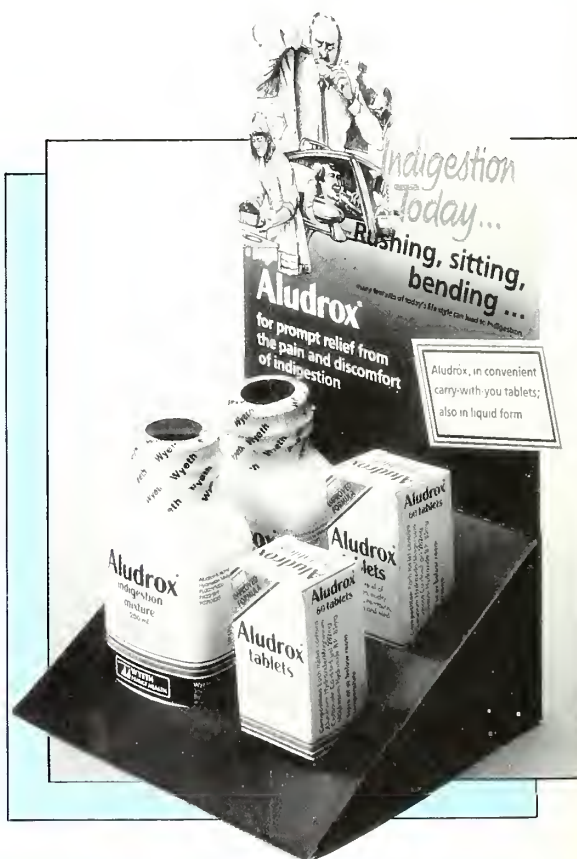
SUMMER EVENT

Competition!

See your Wyeth representative for full details of the competition and deal.

RECOMMEND Aludrox^{*}
mixture and tablets

for prompt relief from the pain and discomfort of indigestion



Wyeth Laboratories, Taplow, Maidenhead, Berks. *trade marks

Excel yourself.



Tudor XL film.

This year Tudor are giving you a great opportunity to really improve on your film profit with this exciting range of Tudor XL colour print film, introduced last Winter.

Both inside, and outside the pack, Tudor XL film has been specially designed to have a dazzling effect on your customers.

A product of the latest emulsion technology, XL film is superb for both amateur and professional photographers because it can be relied upon to yield prints of the highest quality where accurate flesh tones and high colour saturation are required.

As the negatives produced have finer grain particles than those on conventional films, your customers can enlarge their favourite shots without experiencing loss of quality.

Our 35mm format with a 100ASA/DIN21 speed rating is fully DX coded. For low light and

action photography, or where flash is not possible, the 35mm format is also available in 400ASA/DIN27 speed rating.

Your customers will benefit from greater exposure latitude, laboratories from improved printing criteria, and as a new stabilisation process improves storage characteristics you'll benefit from longer shelf life.

Available in all popular film formats in 100ASA/DIN21 speed rating, and a colourful range of packs, Tudor XL film really does mean business for you in 1987.

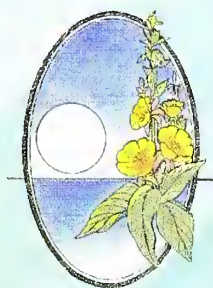
So stock up with Tudor XL film now, and capitalise on this excellent film.



Tudor
Better by definition

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Eldonwall Trading Estate, Priestley Way,
Staples Corner, London NW2 7AF
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EPOC[®] Evening Primrose Oil



36 x 500mg capsules
The pure, natural source of GLA
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Today, modern scientific research indicates more precisely that it is the high content of Gamma-Linolenic Acid (GLA) in Evening Primrose Oil that helps to promote many of the body's metabolic processes

And it is the modern technology of the Evening Primrose Oil Company that captures all that natural goodness – concentrating the oil from more than 200,000 Evening Primrose seeds to produce just one precious pack of EPOC Evening Primrose Oil.

EPOC[®] Evening Primrose Oil

EPOC UK Distributors:
De Witt International Ltd
Seymour Road, London Tel: 01 539 3334



COUNTERPOINTS



Gillette make it five for Aapri

Gillette personal care division are introducing two new products in the Aapri range, backed by a £2.5m support programme.

Aapri facial scrub gentle is designed to appeal to new users who would prefer a product that can be used more frequently, is less abrasive to cater for sensitive skins and is more suited to dry skin types. Packaging will be consistent with the Aapri range but clearly differentiated from the original scrub.

Aapri dual cleansing pads are impregnated with cleanser activated by water, with two different sides for different skin types and different cleansing needs. One side is soft for gentle cleansing and sensitive areas and one side is textured for deep cleansing and greasy areas, to enable the consumer to adjust her use of the product to suit her individual cleansing needs. The product will be available in a dispensing carton with a viewing window to indicate the level of pads.

To coincide with the new product introduction, packaging across the whole range has been improved, say Gillette. New POS material includes floor stands, counter units, shelf reservers and window cards.

Support activity includes a £1.7m advertising campaign and a consumer sampling programme, with 500,000 free samples of the cleansing pads and 500,000 free sachets of Aapri facial scrub gentle distributed through womens magazines. Trial sizes of the new products will also be available for sale (facial scrub 16ml, £0.75, dual cleansing pads 5, £0.59) and the full sizes will feature introductory prices of £1.79 for the facial scrub (50ml, normally £1.99) and £1.99 for the pads (30, normally £2.29). At the same time the rest of the range will also feature promotional prices (washcream £1.39, facial scrub normal 50ml £1.79, 75ml £2.49, and moisturising cream £1.79). *Gillette Personal Care Division, Great West Road, Isleworth, Middx.*

Les Florales for a Simply Gentle touch

Vichy's Les Florales range of skin cleansers will include a free 45g Simply Gentle cotton wool roll in a joint Spring promotion with the McDonald & Taylor Division of The Wellcome Foundation. The lotion, milk, and gel are available in special display packs through pharmacies only. *Wellcome Foundation Ltd, The Crewe Hall, Crewe, Cheshire CW1 1UB.*



Adventurous moves for Blue Stratos

Shulton's Blue Stratos range is to be relaunched this Summer, with new products and packaging, and a support package designed to take advantage of Shulton research into the leisure pursuits of the Blue Stratos user.

The relaunch comes as a result of confusion in the trade about the brand's positioning, says brand manager Victor Crawford. Shulton researched into who was buying Blue Stratos and why, and came up with a picture of a man more confident than, say, the Insignia user, and interested in sports and outdoor pursuits.

The research has been used to devise the relaunch promotion "Discover Blue Stratos, discover adventure." Shulton asked 100 Blue Stratos users to rank six sporting activities in order of appeal. The top prize of 2,500 to spend on the adventure of their choice will be won by the person who matches their answers most closely with the panels, together with a tie-breaker in not more than 15 words on which activity they would most like to try and why. There are also 100 runners-up prizes. Every purchase from the range gives one chance to enter, with two chances from Blue Stratos aftershave. Closing date is September 30.

Retailers can also enter the competition, and the number of entries they can submit are increased with every back up order of the Blue Stratos merchandiser, rising in multiples of three dozen.

New products to the range are a hair styling mousse and an oval stick deodorant. Two of the current products have been reformulated: shave cream now contains a moisturiser, and pre-electric has an improved formula, say Shulton.

New packaging features a darker blue with stronger graphics, and slimmer packs with domed tops for the deodorant, antiperspirant and shave cream. The range now comprises: after shave lotion (100ml, £4.95, 50ml, £2.95); after shave spray (100ml, £4.95); splash-on lotion (150ml, £2.95); frequent use shampoo (250ml, £1.75); hair mousse (150ml, £1.99); shave cream (200ml, £1.99); pre-electric (150ml, £3.45); body spray (150ml, £1.99); stick deodorant (75g, £1.99); deodorant (200ml, £1.99); antiperspirant (200g, £1.99); and talc (100g, £1.99).

New advertising will appear on television in the run-up to Christmas, with an earlier burst possible. *Shulton (Great Britain) Ltd, Shulton House, Alexandra House, Wokingham, Berks.*



Precious it may be. To the growing number of people who make EPOC Evening Primrose Oil part of their life, it's most certainly a valuable aid to living with a better feeling.

To you, it's undoubtedly profitable. You'll be surprised just how much. But with attractive packaging for maximum impact and the effective support of advertising and promotional point of sale, it's hardly surprising that EPOC Evening Primrose Oil is the one that people ask for by name.

EPOC Evening Primrose Oil – natural goodness, naturally profitable.

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For reading in the bath?

Beecham are running a unique promotion on their bathroom range.

For every two carton tops on the horse chestnut, white willow or silk gelee variants, consumers can receive the latest copy of *Harpers & Queen* tree. Simon Pulsford, Beecham marketing director said: "Badedas has a strong following with

readers of *Harpers & Queen*, and in creating a Spring promotion, the link with the magazine gives us an opportunity to reach our target audience."

The promotion runs from May 5 to August 28. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Cool colours

Leichner's Summer collection features cool neutrals to reflect the season's feminine fashions.

The range includes four eyeshadow compacts of two harmonising shades (£1.85), with a Match Stix kohl pencil (£1.25) in Whiter Shade of Pale.

Cheek Tricks include Fade Away Peach and Cheeky Fade Away, a natural rose (both £2.50), and Striptease light exposure liquid foundation (£2.45) to create a pale porcelain complexion. Matching lip and nail colours (£1.50) are available. *Leichner (London Ltd), Units 15-18 Hawthorn Road, Eastbourne, East Sussex BN23 6QX.*

Reflex action

Scholl's new four product footcare range, Reflex for Men, is specifically aimed at young male users.

Reflex extra-durable deodorising insoles are made of high-density cushioning foam, and covered with friction-resistant polyester. In one size, up to shoe size 12, the insoles are washable and will retail at around £1.69.

Antiperspirant deodorant spray (150ml £1.49) is designed to revitalise hot feet and leave them fresh and cool, say Scholl, while the antiperspirant foot talc spray (150ml £1.59) contains a special ingredient to reduce friction.

The super-absorbent foot powder (75g, £1.49) contains irgasan, a broad spectrum bacteriostat, say Scholl.

The range contains a masculine fragrance to give feet a clean fresh smell. Packaging is black and yellow. Money-off coupons will be offered to participants in the "Walk for life campaign" in July. *Scholl (UK), 182 St John Street, London EC1P 1DH.*

Efamol



Essentially the best

Only the best varieties of Evening Primrose have been used to make the Efamol range to provide you with a consistently rich source of GLA (Gamma Linolenic Acid)* which the body can use for the production of key biological regulators called Prostaglandins.

Add to this the other high quality

features of Efamol — special production techniques, continuing research in top UK Medical Schools, and an extensive range of products for most dietary requirements, and you can see why so many people choose Efamol.

So why not look at the range and make your choice.



*Efamol is high in polyunsaturates and low in saturates.
Distributed for Efamol Ltd by Britannia Health Products Ltd., Forum House, 41-75 Brighton Road, Redhill, Surrey RH1 6YS
Telephone Redhill 73741 Efamol® and ZL are Registered Trade Marks of Efamol Ltd. Ref. BH063/14106

Johnson's smooth into adult skincare

Johnson & Johnson have eyes on the £260m adult skincare market as well as baby skin care with the launch of Johnson's baby moisturising cream.

The white cream has a new improved fragrance and is packed in a pump dispenser. The company says its rich consistency spreads easily.

The 95ml pack will retail at £1.66, but a special introductory price of £0.99 will be available during the launch period to generate trial.

"The concept has been well-researched and was liked by over 80 per cent of consumers in trials. The convenience of a pump dispenser for both adult and baby use is clear, and our new product will

appeal to three exciting segments of the skin care market; baby skin care worth £5m, adult moisturiser worth £44m and hand and body care worth £28.1m," a company spokesman said. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*



NOLVADEX-D

NOLVADEX-D

NOLVADEX-D



NOLVADEX-D

tablets

Each tablet contains Tamoxifen citrate equivalent to 20 mg Tamoxifen

30



POM

NOLVADEX-FORTE

NOLVADEX-FORTE

NOLVADEX-FORTE



NOLVADEX-FORTE

tablets

Each tablet contains Tamoxifen citrate B.P. equivalent to 40 mg Tamoxifen

30



POM

NOLVADEX

NOLVADEX

NOLVADEX



NOLVADEX

tablets 10mg

Tamoxifen tablets 10mg

30



POM

'NOLVADEX' QUALITY ICI tamoxifen STILL AT TARIFF PRICE

The 'Nolvadex' range is priced in accordance with the tariff prices for tamoxifen citrate. This means you can dispense a 'Nolvadex' formulation for every tamoxifen prescription you receive and be reimbursed in full.

You are relieved of the need to duplicate stocks and the patient consistently receives the original British product, manufactured and packaged to ICI standards, at no extra cost to the NHS.

'Nolvadex'-D
ICI tamoxifen 20mg

'Nolvadex'-Forte
ICI tamoxifen 40mg

'Nolvadex'
ICI tamoxifen 10mg

'Nolvadex'. The original tamoxifen from ICI.

PRESCRIBING NOTES. Use: Treatment of breast cancer. **Presentation:** 'Nolvadex': tablets containing tamoxifen 10mg; 'Nolvadex'-D: tablets containing tamoxifen 20mg; 'Nolvadex'-Forte: tablets containing tamoxifen 40mg. **Dosage:** 20 to 40mg daily. **Contraindications:** Pregnancy. **Precautions:** Premenopausal patients must be examined before treatment to exclude possibility of pregnancy. **Side effects:** 'Nolvadex' suppresses menstruation in some patients. Side effects include: hot flushes, vaginal bleeding, pruritus vulvae, gastrointestinal intolerance, tumour flare, light headedness, transient falls in platelet count and occasional fluid retention. Rarely observed side effects include: hypercalcaemia on initiation of therapy in patients

with bony metastases; reversible cystic ovarian swelling on doses of 40mg b.d., and a few cases of visual disturbance, corneal changes and/or retinopathy, mainly with exceptionally high doses over long periods. Thromboembolic events occur rarely during therapy but these have not been causally related to 'Nolvadex'. **Product licence numbers and daily treatment cost:** (based on packs of 30 tablets) 'Nolvadex' (29/0064): 42p (10mg b.d.); 'Nolvadex'-D (29/0155): 31p (20mg o.d.); 'Nolvadex'-Forte (29/0176): 73p (40mg o.d.). 'Nolvadex' is a trademark. Further information is available from: ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF





Diamond life

Eylure are offering their Diamond formula nail hardener in a trial size for £0.99 during May and June. Eighteen trial size bottles will be contained within a display merchandiser with instruction leaflets.

Also for May and June are price-marked packs of Easitips refills in three sizes — slim, wide and squareline — at £1.75 instead of the recommended price of £2.25. *Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent NP44 3XR.*

Innoxia let colour go to their heads

Innoxia are launching three colour collections, Blonde, Auburn and Brunette, for Summer, in Boots and larger pharmacies.

The Blonde range is in shades of pink, honey, and grey for eyes (creamy powder shades £2.25) with coral pinks for lips, (£2.25), nails (£1.95) and cheeks (£3.30). Black conditioning mascara and rose beige liquid foundation (£3.10) are also available.

The Auburn collection is based on brown for eyes, and terracotta for lips, nails and cheeks (prices as above) with Caramel foundation and brown mascara. For Brunettes there are transparent blue shades for eyes, and shades of rose for lips, cheeks, and nails. Biscuit foundation and blue mascara complete the range. *Innoxia (England) Ltd, Units 15-18, Hawthorn Road, Eastbourne, East Sussex BN23 6QX.*



Cheat the sun with Leichner

Bronzelle Sunplay Cream from Leichner is being relaunched for the Summer to satisfy demand for artificial tanning products, says the company.

The cream (£2.50) is a transparent tan make-up for natural colour without cover, suitable for sensitive skin. It contains sunscreen protection from UVA and UVB rays, and can be mixed with foundation for the face or body, and washed off, say *Leichner (London) Ltd, Units 15-18 Hawthorn Road, Eastbourne, Sussex BN23 6QX.*

Change of address for De Witt International and Delachem Ltd **NOW WE'RE REALLY GOING PLACES!**

FROM Tuesday 5th May, our new Head Office will be open in New Barnet.

Exciting growth both at home and overseas has necessitated moving our head office to New Barnet in order to release much needed space for our production, warehousing and laboratory facilities which will remain at Seymour Road, Leyton, London E10.

All our head office staff, including the Marketing, Sales and Sales Administration, Accounts and Export Departments are now in New Barnet. Please make a note of the new address now:



De Witt International Limited
62-64 EAST BARNET ROAD
NEW BARNET
HERTFORDSHIRE EN4 8RQ

Telephone: 01-441 9310

Telex: 265775 DeWitt G

Fax: 01-441 8725

A member of the De Witt International Organisation

New RoC Total Sunblock Cream 15A+B colourless *and* tinted



Available now for prescription on NHS

The only preparation to provide photosensitive patients with complete protection from the harmful effects of UVB, UVA and visible rays – new RoC Total Sunblock Cream 15 A+B (colourless *and* tinted) – is now available for prescription on the NHS.

An extensive campaign is underway ensuring that doctors are prescribing RoC Total Sunblock in increasing numbers. Ensure you have stock available to meet this demand, as well as for your over the counter recommendations. Place your order now.

For ordering information about RoC Total Sunblock Cream 15 A+B, just one of a range of RoC sun preparations, contact your local wholesaler or RoC (UK) Ltd, 13 Grosvenor Crescent, London, SW1. Telephone: 01-235 9411.

RoC Total Sunblock Cream 15 A+B (colourless *and* tinted)

The only complete answer for photosensitive patients



Laboratoires RoC (UK) Limited, 13 Grosvenor Crescent, London SW1X 7EE. Telephone: 01-235 9411.

This could be the last straw for other Baby Juices!

Now the *Brand Leader has
smart new boxes
a straw on every pack
even more advertising money



...and me!

*Independent consumer audit data:
volume brand leader in ready to drink pure
baby juice sector since February 1986.

Robinsons Pure Baby Juices didn't rest on their brand leadership last year — they just grew and grew. And now Robinsons have made sure that 1987 will be an even better year!

- Redesigned packs to echo the Baby Food Range and really stand out on your shelves.
- Now a straw on every pack — ideal for toddlers as well as babies, so more sales for you.
- National Television and big spaces in magazines specially selected for their high young-mum readership.
- Thousands of free vouchers for mums to use in your shop.

This colour-coded message on every Robinsons Baby Box, plus the considerable saving over bottles, means that once mums try Robinsons Pure Baby Juices — they go on buying! So stock up and give Robinsons pride of place on your shelves!

And there's me! I'm Spikey the star of the new Robinsons campaign.



	LOW ACIDITY
	NO ADDED SUGAR
	NO PRESERVATIVES
	NO ARTIFICIAL COLOURING
	NO ARTIFICIAL FLAVOURS
	NO ARTIFICIAL SWEETENERS

All you need to know about stocking and selling Pure Baby Juices is Robinsons... naturally!



BEECHAM Diocalm

**STOPS
DIARRHOEA
FAST**



**NEW
Blister
Packaging**

STOCK UP TO MEET SUMMER DEMAND

Traveller's diarrhoea — how to handle it

It has been estimated that about 40 per cent of travellers abroad get diarrhoea and, of these, one third are confined to bed and two-fifths are forced to alter their itinerary.

The major cause is ingestion of contaminated food or water. Some foods — notably poultry — are prone to contamination, especially when cold. Some tropical fish contain toxins, and shellfish can concentrate pathogenic micro-organisms. Unpasteurised milk is also a reservoir of infection. Salads are usually washed with water, which is especially dangerous in areas of shortage. If water must be drunk, it should be boiled but is safer bottled. High risk regions include Africa, South America, the Middle East and Asia, but some southern European countries pose an intermediate risk. The dangers are not uniform within these countries — for example, good hotels are likely to be safer than campsites.

Although diarrhoea is usually considered to be a problem which occurs during the holiday, many cases persist on return home. In Scotland, for example, 40 per cent of the cases of salmonellosis and 17 per cent of the cases of dysentery reported between 1975 and 1981 were imported from abroad. Pharmacists are therefore as likely to be asked for advice about current symptoms as they are about the management of potential infection.

Diarrhoea may be caused by toxins secreted by bacteria — for example, *Escherichia coli*, the commonest cause of symptoms — or by colonisation, as is the case with non-typhoid salmonella. In mild cases, stool frequency may increase dramatically with little systemic upset. In

Stephen Chaplin, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne, assesses treatments available for coping with a common holiday ailment.

more severe instances, this can be accompanied by repeated vomiting, fever, prostration, and the passage of blood and mucus per rectum with copious watery stools. The major risks of an acute attack are electrolyte depletion and fluid loss, especially in the young and elderly.

Bouts of diarrhoea which persist for more than four or five days are, however, likely to be debilitating even for healthy adults. Prolonged symptoms — in the absence of re-exposure to the contaminated material — usually indicate a more serious infection. Shigella dysentery accounts for about 15 per cent of all cases of diarrhoea, and symptoms can persist for up to a month.

Giardia lamblia, a protozoan, causes only a small number of cases but the production of bulky, foul-smelling stools may sometimes persist for years. Cholera is caused by colonisation of the small intestine by *Vibrio cholerae*, which secretes a toxin

causing the intestinal cells to excrete electrolytes into the gastrointestinal tract. This results in an abrupt, watery but painless diarrhoea with a mortality of 50 per cent in untreated patients, and 1-2 per cent in children, even if treated.

Treatment

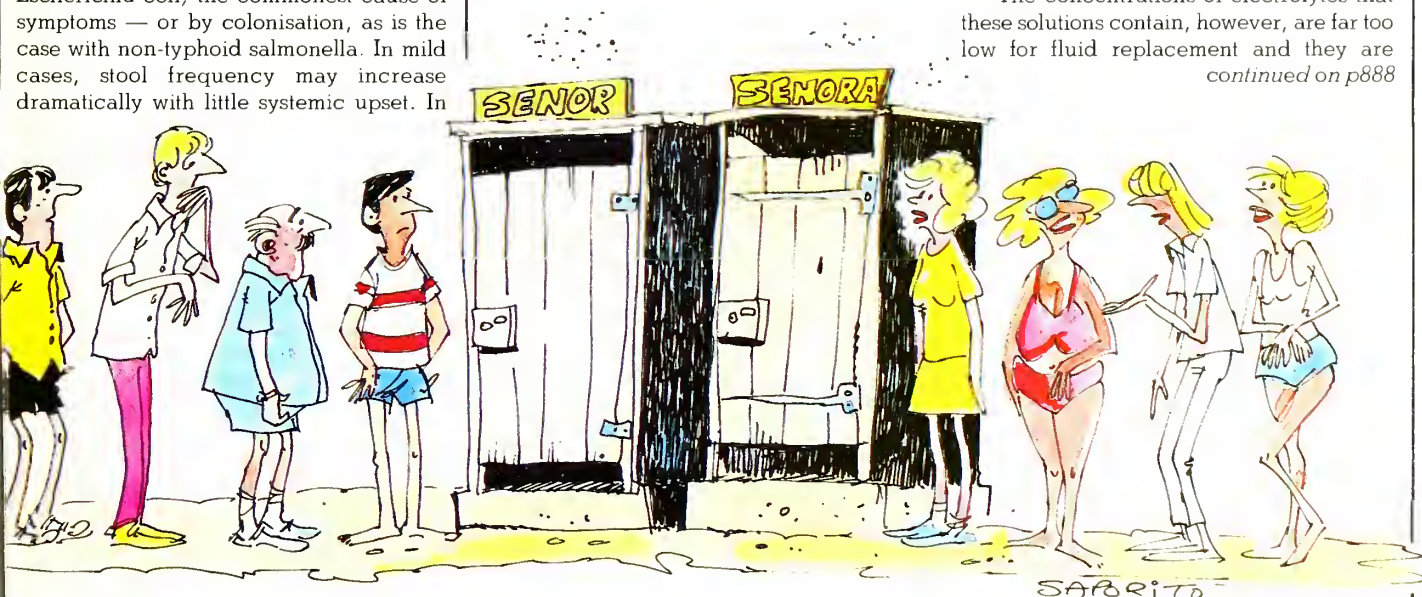
In spite of the dramatic symptoms, most bouts of diarrhoea are self-limiting and resolve within 48-72 hours. Management is confined to symptomatic treatment. In cases where blood is passed, or where symptoms persist for more than 10 days — or less in severe cases — referral may be necessary. This should be considered an early option for young children and the frail elderly. Signs of dehydration include a dry tongue and dark urine, and failure to take liquid indicates severe dehydration and constitutes a medical emergency, requiring intravenous fluid replacement.

Rehydration

There are several electrolyte replacement mixtures available, and some DIY alternatives. Replacement should begin soon after the appearance of symptoms to prevent later complications. Orange squash, dilute fruit juice or weak soup provide some calories and a few electrolytes. Some people also use diluted cola drinks, finding that they are readily accepted by smaller children.

The concentrations of electrolytes that these solutions contain, however, are far too low for fluid replacement and they are

continued on p888



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unsuitable except as a temporary measure. A more suitable solution can be made by adding one level teaspoon of salt and four heaped teaspoons of sugar to one litre of water. If clean water is not available, then water of suspect quality — boiled for infants — is better than nothing, but this should be replaced at the earliest opportunity.

It is believed that correctly formulated solutions and those which contain glycine or citrate may promote a more efficient absorption of electrolytes, and for this reason some commercially available rehydration mixtures are preferable to the cheaper DIY alternatives. The branded products are also pleasantly flavoured and it may be easier to persuade children to accept them. They can, however, prove expensive — a two to three day attack could easily consume a large box of solution sachets, but there is no point in attempting to economise by making weaker solutions than those suggested by the manufacturer. The instructions on the package insert should be followed closely.

Several brands of rehydration solutions are available and the therapeutic differences between them are small. Rehydrat contains citrate; Dioralyte is diluted to 200ml per sachet, an ideal volume for feeding bottles; Electrosol provides a glucose-free solution; Electrolade contains a higher concentration of electrolytes. Rehydration solutions are the treatment of choice for diarrhoea, and should be recommended particularly for families with young children. It is probably necessary to have at least one large box containing about 20 sachets.

'Adsorbent mixtures'

The unpleasant watery nature of stools during diarrhoea can be reduced by "adsorbent" mixtures. Strictly, these agents do not act by adsorbing the bacterial

endotoxins but instead they retain water in a less fluid mass. This has the effect of reducing urgency and the frequency of defaecation, but these products have no other beneficial effects and should not replace rehydration.

This group includes generic remedies such as kaolin mixture (Kaopectate) and chalk mixture. The unbranded formulations are cheap but often unpleasant to take. Other drugs include the hydrophilic gums ispaghula husk, sterculia and ceratonia, and methylcellulose. While they are probably no more effective than chalk they may be more palatable to children. Activated charcoal is also available for the treatment of diarrhoea (Norit) but there is no convincing evidence that this is superior and it is likely to colour the stools black.

Drugs which reduce motility

Diarrhoea can be virtually abolished by sufficient doses of drugs which diminish

intestinal motility. Although this removes the symptoms, it also leaves the gastrointestinal tract full of pathogenic bacteria in a fertile medium. These drugs are therefore only used as a temporary measure — for example, to allow a trip to the pharmacy — and they are contra-indicated in persistent diarrhoea.

Drugs in this group include prescription medicines such as codeine, diphenoxylate (combined with atropine in Lomotil) and morphine (in aromatic chalk and opium mixture), and drugs which can be prescribed over the counter such as loperamide, and kaolin and morphine mixture. Of these, loperamide is the drug of choice: it causes fewest adverse reactions and is as effective as any other drug, but it is not recommended for young children. Codeine is available as tablets or syrup, and in combination with kaolin (Kaodene, available OTC) or with electrolytes (Diarrest). Its use should be discouraged, particularly in children, who may suffer sedation. Diphenoxylate is another opiate with similar problems. Kaolin and morphine is a traditional and popular formulation but is probably ineffective. Although it is cheap, it may take the place of more useful treatment and should not be recommended.

Antibiotics

Although usually due to bacterial infection, diarrhoea seldom warrants treatment with antibiotics. In some cases — eg salmonellosis — this is ineffective and may even sustain the excretion of infective organisms. In others, diarrhoea is so short lived that any drug treatment is superfluous. Some complicated cases do, however, justify treatment, including metronidazole for protozoal infections (amoebiasis, giardiasis) or cotrimoxazole for dysentery.

Prophylactic antibiotics have occasionally been recommended for travellers, but only when individuals are particularly at risk (eg an elderly and frail



Display material featuring Janssen's happy holiday promotion

Anti-diarrhoea check-list

1. Commercial rehydration solution
Alternatives: instructions for DIY solution, soft drinks
2. Loperamide — for temporary use only
Alternative: adsorbent mixtures
3. Bottled water
Alternatives: facilities for boiling water, sterilising tablets

Organisms causing diarrhoea

E. coli

40 per cent of cases
Produces several litres of watery stools
Seldom lasts more than 48 hours

Shigella

15 per cent of cases
Initial fever and watery diarrhoea, then prolonged phase with loose and frequent

stools with blood and mucus
May last up to 1 month

Salmonella

10 per cent of cases
Lasts 1 week with mild to moderate diarrhoea, mucus, no blood

Rotaviruses

10 per cent of cases
Severe watery diarrhoea, especially in young children

Giardia lamblia

Protozoan parasite, less than 3 per cent of cases
Initial unpleasant watery diarrhoea, then chronic, bulky, foul-smelling grey stools
May last for years

Entamoeba histolytica

Protozoan parasite, less than 3 per cent of cases
Liver damage in 1 in 1,000 cases, may spread to lungs and brain

person visiting an area known to be contaminated). Continental pharmacies are permitted to counter-prescribe a limited range of antibacterial agents and some, such as nifuroxazide, are relatively safe. In some countries more toxic drugs are used, including chloramphenicol or sulphonamides, and these should be avoided except on medical advice.

The pharmacist may be faced with a request for the treatment of persistent diarrhoea which began on holiday. In responding, a careful history is important, stressing particularly the duration and severity of symptoms. Mild diarrhoea of recent onset can probably be managed safely, but prolonged or severe diarrhoea should be referred for diagnosis and treatment.

Similarly, pharmacists should advise prospective travellers to seek a medical opinion if their symptoms persist or are severe. Particular care is needed with those most at risk — young children and the elderly. Some people should also be advised about the possible effects of diarrhoea on their medication. Failure of oral contraception is an obvious example, but the absorption of many drugs will be reduced by severe symptoms and adsorbent mixtures may further reduce bioavailability.

More holidays, more remedies

The trend for people to take holidays at all times of the year, not just in Summer, means increasing opportunities for pharmacists in the travel remedies market.



Latest addition to Cupal's range of diarrhoea remedies (see page 896)

Last year 15 million people travelled abroad — 70 per cent by air and the rest by sea — and price wars between travel agencies led to a dramatic increase in demand for package holidays to exotic locations. Not only are more people taking their holidays overseas but the peak season is stretching to include late Spring and early Autumn.

A review in *Travel Medicine International* in 1985 found that from 30 to 50 per cent of travellers became ill, yet good advice on holiday health is hard to come by. Travel companies sell glamour and their brochures rarely go into detailed health information other than medical insurance.

continued on p890

This Summer

An opportunity for you to profit from **OPAZIMES®**

From May 1987 a major new campaign begins... with advertisements like these appearing in specialist TV press, womens magazines and the holiday press giving a combined readership of over 36 million (average OTS 9.3).

People will soon be asking *you* about Opazimes so stock up now.

To take advantage of our special bonus deals see your local Leo representative or phone the OTC Department today!

Remember: Only available through pharmacies



OTC Department
Leo Laboratories Ltd
Longwick Road, Princes Risborough
Bucks HP17 9RR. Tel: 08444 7333.



A NEW ERA FOR INCREASED PROFITS FROM THE No.1 BEST SELLING NATURAL HAY FEVER REMEDY.

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For more information, talk to your New Era
representative or write to: New Era, Marfleet,
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HOLIDAY REMEDIES



It is here that pharmacists can fill the gap, believe Janssen, particularly as the pharmacy is a source of a wide range of pre-holiday purchases. The company has produced a non-promotional video entitled "How to have a happy holiday" covering travel sickness, bites, stings, diarrhoea, indigestion, sun burn and vaccinations. The video, which lasts 16 minutes, is available for staff training or loan to customers from Janssen's pharmacy representatives or by writing to Freeport, Janssen pharmacy division, Grove, Wantage, Oxon OX12.

The market for travel sickness remedies grew by 11 per cent in 1985 and a further 17 per cent in 1986 to a total of over £2 million at rsp, say Janssen. They predict that the market will continue to grow for a number of reasons including the increase in leisure activities, increased consumer awareness of effective modern medicines and the tendency to seek a pharmacist's advice for less serious conditions.

Janssen believe the anti-diarrhoeals market is worth 5.4 million units and £6.2 million at rsp and is showing a 20 per cent growth in units, 38 per cent growth in value. Sales show some seasonality, particularly with solid dose forms which increase 20 per cent in July and September compared to April and June. It is estimated that as many as 60 per cent of the travelling public take an anti-diarrhoeal abroad with them.

But 69 per cent of the total unit market is still made up of liquids, dominated by kaolin and morphine, and this sector shows little seasonality. Liquids have a broader profile of use than solids — ideal for keeping in the medicine cabinet "just in case".

Arret will receive year round advertising support in the Press, with a five fold increase in spending compared with 1986.

The syrup is being supported in Spring and Autumn in women's and general interest periodicals. Major emphasis for the capsules will be during the Summer, with advertising concentrated in the national dailies, tour guides, and posters in the London Underground claiming that "Arret can stop diarrhoea in less than one hour."

A range of POS features the theme "How to have a happy holiday". The leaflets will carry an offer on the "happy holiday" video.

Diocalm tablets are now blister-packed and carry the claim "stops diarrhoea fast".



THE NEW BUZZWORD FOR INSECT BITES

Waspeze Hydrocortisone Cream brings the full power of 1% hydrocortisone to relieve redness, swelling and itching due to bite and sting reactions. So make Waspeze Hydrocortisone Cream your first recommendation – with heavy consumer advertising behind it there's no stronger relief for the bites and stings that summer brings.

relieves the redness, swelling and itching of insect bite reactions.

WASP-EZE
HYDROCORTISONE CREAM



15g



International Laboratories Limited

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"Mosquitoes hate us"

100ml aerosol
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RRP £2.99



50ml bottle
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RRP £2.45



35g gel
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RRP £1.49

But with minimum 38% profit on return, you'll love us!

- * Pharmacy-only products
- * National Press consumer advertising support
- * Fully available through UNICHEM, VESTRIC, & all NUMARK wholesalers, with frequent special offers.

Jungle Formula

Buzzing with activity

Holidaymakers' increasing fears about the dangers of insect bites has helped towards a boom in sales of repellents.

Jungle Formula Co say the huge increase in foreign travel and greater consumer awareness of the need to take protection boosted the market's value to more than £3 million at retail last year.

Jungle Formula, now claimed number two in the market with a 25 per cent share, tripled its sales last year. The company has already launched a £100,000 advertising campaign to run throughout the Summer in leading national daily and Sunday newspapers. Products will also feature in trade promotions with wholesalers Unichem, Vestric and Numark, and a nationwide public relations mailing has been sent to travel writers, women's page editors etc.

Managing director Tom Lowes says part of his marketing strategy is to stress the use of diethyl toluamide, recommended by London School of Hygiene and Tropical Medicine as the best mosquito repellent. Jungle Formula contains DEET at double the

strength of most of its competitors.

Media coverage of an "invasion" of giant mosquitoes in Britain last Summer and spread of diseases by mosquito bites has helped increase consumer awareness of the need for protection, says Mr Lowes. And with holidays to malaria and yellow fever areas increasing the market will go on growing, he believes.

Thames Laboratories, who say the insect repellent market has doubled in size since 1985, are running a £300,000 campaign for Z-stop. They are introducing Z-stop wipes (14, £2.25) which are impregnated with Z-stop lotion containing ethoheaxadiol. Thames Laboratories say they have chosen this

compound because DEET has been associated with occasional hypersensitivity and may be less cosmetically acceptable because of its smell.

Backed by the message "Mosquitoes quit with Z-stop," the product will feature in four-sheet posters at all major airports and on Adshell sites throughout the country. Press advertising will appear in the major national dailies, women's Press, specialist magazines aimed at camping, angling and gardening enthusiasts, and selected tube card sites on the London Underground.

POS features a merchandiser unit, shelf ends and mobiles. In-store testers will be

continued on p895



International Laboratories' consumer advertising, showing new Wasp-eze hydrocortisone cream, ties in with POS material



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INSECT REPELLENT
FOR PERSONAL
DAY AND NIGHT
PROTECTION

FOR USE ONLY AS AN INSECTICIDE



Contains 1% w/w Pyrethrin
energised by Piperonyl Butoxide

THE COMPLETE INSECT CONTROL

ACTUAL
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Can your cans do what a Prevent can can do?

PreVent USES NATURAL PYRETHRUM TO CONTROL AND REPEL INSECTS.

- **HIGH PERFORMANCE.** Contains the same killing power as a domestic aerosol.
- **CONCENTRATED AND COMPACT.** The compact Prevent aerosol is about the size of a small cigarette lighter, making it convenient to slip into a handbag or pocket until required.
- **METERED DOSE.** A special valve emits controlled doses - 400 per can, enough to give the user personal protection for up to two weeks. This ensures correct applications and no wastage.
- **DUAL PURPOSE - REPELLENT AND SPACE SPRAY.** In addition to use as a repellent on the skin, Prevent can be used as a space spray or directly to kill flying and crawling insects.

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Manufactured by: **AGROPHARM LTD., PENN, BUCKS.**

OUTSTANDING PERFORMER

86



Enterosan[®]

REASSURINGLY EFFECTIVE
WHEN TUMMY UPSETS STRIKE

Enterosan is the second fastest growing brand within pharmacy. Source: Nielsen July/August 1986.

Continued from p893

provided to emphasise Z-stop's cosmetic advantage — a lemon fragrance.

Thames Laboratories are to distribute leaflets advising on protection against mosquitoes and other insects.

Bayer claim that their "aggressive" promotion of the Autan range last year helped the insect repellent market, previously fairly static, grow by 75 per cent and resulted in the brand's value share increasing to 56 per cent. An "equally aggressive" campaign this year will spend £500,000 on advertising Autan on television in 50 per cent of the country and radio in London. Sachets have been added to the repackaged range and the stick made larger. A mystery shopper trade promotion will run during the Summer and new POS is available (C&D, February 28, p346).

Prevent aerosol insect repellent, from Agropharm Ltd, is being distributed nationally this year. Each of the 400 metered doses emits 50mg pyrethrum synergised with piperonyl butoxide. Prevent may be used on the skin, as a space spray or directly to kill flying and crawling insects. Plans are being finalised for a local radio campaign, probably late May-June. The product is available in display cartons of 12 blister packs. Distributors are Eurochem Ltd, Andover, Hants.

Support for Shoo this Summer includes advertisements in women's magazines and gardening, camping and outdoor activities publications, together with the Sunday Press. Distributors Torbet Laboratories say the new sachet wipes introduced last year, impregnated with dimethyl phthalate, were well received.

Collingham Marketing are offering a free carton of Swipes insect repellents with every 12 ordered (C&D, April 18, p679).

In need of advice

The Medical Advisory Service for Travellers Abroad supplies information about current health risks overseas and gives preventive advice aimed at reducing illness.

MASTA has computerised data on 84 diseases and health hazards in 230 countries, updated daily from the latest international reports and validated by the London School of Hygiene and Tropical Medicine. Travellers pay fees starting from £4.75 for a personal health brief.

Application forms are being stocked by Boots and are available for other pharmacies to supply to customers but MASTA point out there is no financial gain for the pharmacist. The company can also supply an AIDS and hepatitis B transmission prevention pack. The pack (£9.80) contains sterile syringes and needles and other first aid equipment for emergency use in countries which may not have sterile equipment readily available. MASTA Ltd, Keppel Street, London WC1E 7HT.

Malaria: Beating the biters

Malaria has been described as the world's worst health problem, and the increasing ease of travel has meant more cases being imported into the UK. Pharmacists can play an important part in warning travellers to high risk areas about taking preventive measures, a fact which the National Pharmaceutical Association recently emphasised in a Press release to the media.

The World Health Organisation estimates there are at least 100 million cases of malaria worldwide each year and probably one million deaths, mainly in children aged two to five. While there is no transmission of the disease in Europe, about 2,000 cases each year are imported into the UK, of which 52 per cent are of Asian origin. The number of cases has increased from 101 in 1975 and the UK now accounts for 40 per cent of the cases imported into Europe.

Four species of Plasmodium are known to infect man, *P. falciparum* being the most important cause of illness and death.

The vector of the parasite, the female Anophyles mosquito, has developed resistance to most insecticides, making eradication difficult. And there is no longer any absolute guarantee that chemoprophylaxis will be effective, so increasing importance is being given to physical methods of protection such as insect repellents and mosquito nets. Travellers are advised to cover their arms and legs after dusk when insects are most likely to bite.

Resistance to antimalarial drugs is widespread. Quinine remains effective in most areas but there are fears that its use in tonic waters is exposing the parasite to frequent low doses — ideal conditions for the development of resistance.

A taped message compiled by the Malaria Reference Laboratory (01-636 7921) recommends the following prophylaxis. (Questions are answered personally between 11.30-12.30am and 2.30-3.30pm Mondays to Fridays).

Zone A. Bangladesh, India, Nepal, Pakistan, Sri Lanka, Southern China, all African

countries south of the Sahara desert, jungle or Amazon regions of South America: Proguanil 200mg (two Paludrine tablets) daily plus chloroquine 300mg base (two Nivaquine or Avloclor tablets) weekly. No prescription needed.

Zone B. Burma, Kampuchea, Laos, Indonesia including Bali, Thailand, Vietnam, Philippines, Solomon Islands, Papua New Guinea (major cities of Indonesia, Philippines, Malaysia and Thailand are usually malaria free): Maloprim (POM) one tablet weekly plus chloroquine 300mg base weekly.

Other malarious countries — Central America, Central and Northern China, North Africa and the Middle East: Proguanil 200mg daily (not necessary for Egypt, Morocco, Turkey, Central and Northern China until after May 1). An alternative is chloroquine 300mg base weekly.

Prophylaxis is not needed for Tunisia, Hong Kong, Singapore or capital cities in Central or South America. Doses for children are less and should preferably be based on weight rather than age. Pregnant women should not take Maloprim.

Antimalarials should be taken after food, starting one week before entering the malarious area and continuing for at least four weeks, preferably six, after returning to the UK. Travellers should be warned that although protection is substantial it cannot be absolute and that fever occurring during or after taking antimalarials may still be due to malaria. Patients should see a doctor if fever or flu-like symptoms develop.

More detailed information on which countries have chloroquine-resistant *P. falciparum* is available from the Malaria Reference Laboratory, London School of Hygiene and Tropical Medicine, Keppel Street, London WC1E 7HT. Other centres are in Birmingham (021-772 4311), Glasgow (041-946 7120) and Liverpool (051-708 9393). NPA members may call for information on 0727-32161.

An exhibition on malaria is running throughout the Summer at the Wellcome Tropical Institute, 200 Euston Road, London NW1 2BQ. It is open weekdays except Bank Holidays from 10am to 4pm. Detailed information is presented on the life cycle and structure of the parasite, the disease and its complications, the history and epidemiology of malaria and the discovery of quinine and synthetic antimalarials.

Stings and things...

From June, Wasp-eze hydrocortisone cream will be available to reduce inflammation and irritation caused by the more persistent insect stings and bites (*C&D*, April 25, p753). The launch is being supported by a £150,000 campaign including national Press, holiday guides and travel ticket wallets. Similar targets are being used in a £120,000 campaign for Wasp-eze aerosol spray, together with public relations directed towards women's magazines. International Laboratories are also emphasising the use of Burneze spray for holidays, camping, barbecues and firework parties, with a £75,000 national Press campaign designed to appeal to mothers of young children.

The company believes that the availability of OTC hydrocortisone preparations will result in increased activity in the general dermatological market. Dermidex is to be promoted specifically for two indications inappropriate for topical steroids — personal irritation and large areas of sunburn. Promotional support has been increased to £300,000 with colour advertising in women's magazines, Sunday supplements, holiday guides and travel ticket wallets. Shelf edgers and showcards are available.

Dermoplast spray, from Torbet Laboratories, is being advertised in the holiday sections of the National Press during the summer.

De Witt have doubled to £40,000 their advertising spend for After Bite this summer. Advertisements are appearing in the national Press and specialist magazines aimed at anglers, outdoor sports enthusiasts, etc, from May to August. After Bite, containing ammonium hydroxide and musk oil, is also being recommended for nettle and jelly-fish stings as well as insect bites.

For the travel sick

Joy-rides are being advertised in IPC's women's popular magazines throughout the school holiday periods of June to August. The new advertisement is reflected in POS stickers and posters and there will be a new display tower. The product will also be publicised in Cosmos travel wallets.

New POS for Kwells has been produced with an RNLI theme, as the product has been selected for use on lifeboats because of its efficacy and rapid action. Nicholas Laboratories are also offering stock bonuses and promotional discounts.

Marzine RF, recently reformulated to contain cinnarizine, is being supported by advertising to over 5 million holidaymakers in a wide variety of holiday guides and a

public relations campaign will be targeted towards those vulnerable to travel sickness. Refillable tower packs are available.

Janssen continue to provide pharmacy support for Stugeron through POS material including showcards and display units, and pharmacy educational quizzes.

New POS for Dramamine uses the "four seasons" theme emphasising that people are travelling all year round. Searle Consumer Products are running a "sick as a parrot" incentive this Summer in which pharmacists who display Dramamine are entered for three free draws in June, July and August. There are three prizes: £10 if the window sticker is displayed, £36 for a window display box and £50 for a counter display.

In the battle against diarrhoea...

Cupal Pharmaceuticals Laboratories have introduced Gluco-lyte (compound sodium chloride and glucose oral powder BP) for the oral rehydration treatment of diarrhoea. Each sachet contains sodium chloride 0.2g, potassium chloride 0.3g, sodium bicarbonate 0.3g and dextrose monohydrate 8g and is made up with 200ml fresh drinking water (6 sachets, £1.49).

The product, which comes in dozens has been designed for counter recommendation, and merchandising material comprises display cartons, window or till stickers and leaflets. Opening offers are available from the company's representatives. Advertisements are planned for national newspapers and women's/baby Press from June to August.

Leo Laboratories are almost doubling their advertising support for Opazimes this year compared with last, when sales increased by 56 per cent. Advertisements

will run from May to mid-September to recognise the longer peak periods in the holiday industry.

The campaign will concentrate on the holiday travel Press, women's magazines such as *Woman and Home*, *Woman's Realm* and *My Weekly*, and general interest publications such as *TV Times*, *Holiday Traveller*, said to be read by almost 5 million holidaymakers, will carry advertisements throughout the holiday season.

Advertising for J. Collis Browne's is doubled this year, which means a £300,000 spend in the national Press, Sunday supplements, *TV Times* and throughout the London Underground in June and July. International Laboratories are also advertising the brand in holiday travel guides and over 1 million travel ticket wallets. POS includes a showcard with the advertising-linked message "Hits holiday tummy right on the button", and shelf edgers.

Windsor Pharmaceuticals are spending £1/4m on advertising and promoting Enterosan this summer.

A national Press campaign, centering around a new slogan "Reassuringly effective when tummy upset strikes", will be launched in May and run through to August in national newspapers. Throughout the year Enterosan will also be supported by a PR programme featuring John Carter, presenter of BBC's "Holiday Programme".

The latest vaccination requirements and advice on how to avoid AIDS abroad is given in the Department of Health leaflet SA35/1987 "Protect your health abroad", available from travel agents, social security offices of DHSS Leaflets Unit, PO Box 12, Stanmore HA7 1AY.

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Available through major wholesalers.



"You can't beat Arret for holiday tummy." -Harold says so!

Arret is the fastest-growing brand in the anti-diarrhoeal market, thanks to pharmacy support and the success of the advertising campaign featuring the memorable "Harold" on holiday.

With 1987 looking like a record year for holidays, Harold will be appearing more often than ever before.

Loperamide brands already lead the way in the treatment of year-round diarrhoea and holiday tummy, with combined sales of £2.2m (at R.S.P.) over the counter. Continued pharmacy support, together with a heavyweight advertising campaign in 1987, means Arret is set to take an even bigger share of the anti-diarrhoeal market.



PHARMACY SUPPORT FOR 1987

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Ring Janssen Pharmacy Division on (023 57) 2966 for more details.

Janssen Pharmaceutical Limited, Grove, WANTAGE, Oxon OX12 0DQ

There's no quicker way to stop diarrhoea

On 'yer bike!

The 14th World Cycling Championship of physicians and pharmacists will be held on August 27-30, 1987, Bad Dürkheim, Haploch/Pfalz (West Germany).

Pharmacists who intend to take part or want further information should contact Dr Hans-Peter Dietrich, German union of cyclists of physicians and pharmacists, Albrecht-Dürer-Ring 30c, D6710 Frankenthal/Pfalz, West Germany. Dr Heinz Dietrich

Hydrocortisone reminder

I'm sure many pharmacists think that, since April 30, they can sell any tube of hydrocortisone 1 per cent cream or ointment they choose. This is not the case.

For a product containing hydrocortisone to be available OTC it should be listed in the Statutory Instrument allowing sale and be labelled with the appropriate indications and warnings.

As these products are likely to be widely promoted it is the pharmacist's responsibility to ensure that only properly labelled packs are sold.

A.J. Hadfield

Congleton

Editor. Pharmacists who are in any doubt about the usage of OTC topical hydrocortisone and its application should refer to *C&D's* feature last week.

Unjustly critical?

I would like to reply to recent letters in *C&D* which have been unjustly critical of Mr Charles Flynn.

As a founder member of the British Pharmacists Association, and having paid a voluntary contribution, I feel that Mr Flynn and his BPA associates have saved me about £6,000 in two years by delaying the new contract. I expect that this comment also applies to most contractors dispensing less than 16,000 items a year.

If only the Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee could produce such a good

return! No doubt Mr Flynn will inform them how to do it if elected to Council.

As for leapfrogging, we have been constantly told that the new contract will eliminate this problem. But why also eliminate so many small, but necessary contractors? Time will tell! Mr Flynn has fought hard and I hope that he will continue to do so despite his critics.

Arnold Solomon
Isle of Man

No connection

Many of your readers may have seen the recent BBC "Panorama" programme, which was critical of the practices of the Church of Scientology. This organisation publishes books on Scientology under the imprint "New Era Publications".

I would like to remind our customers that this publishing company has no connection whatsoever with New Era Laboratories.

A.G. Clements
Sales and marketing director,
New Era Laboratories Ltd

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Bid to bring beauty into token market !

A gift voucher system similar to those run for records and books is due to be launched in the near future — aimed at beauty and cosmetics outlets.

MS Marketing are believed to be planning a major launch for August or September, offering "beauty tokens" to be used in chemist shops and department stores. The company itself is reticent about its plans: spokesman David Smith would only say there was "still a lot of groundwork to do" — though a public relations agency has been appointed to cover the scheme.

The firm is understood to be looking to a leading cosmetic house to sponsor the scheme in the same way as EMI sponsor record tokens. The Cosmetic, Toiletry and Perfumery Association has kept its distance, on the grounds that "we're not very well known to the public and we don't sell the industry's products".

Asked for the National Pharmaceutical Association's view of a "beauty token" scheme, director Tim Astill commented: "Pharmacists must recognise that profit is split three ways. If they sell a bottle of scent, they get 50 per cent on cost; maybe

33⅓ on return. A retailer has to decide whether he's prepared to accept a lower margin by redeeming a voucher; whether he gets that instead of nothing, or that instead of 50 per cent on cost."

Mr Astill pointed out that some token schemes — such as record vouchers — had been very successful, while others — such as chemists' gift vouchers — had not taken off.

"But we neither approve nor condemn the idea," he added. "If it expands the market and brings more gift type purchases into the shop, we're highly in favour. But it's entirely up to the individual retailer."

Reactions from the cosmetics houses themselves have been mixed. Max Factor are all for the voucher system: "It's a wonderful idea and a good vehicle for purchasing," said spokeswoman Andrea Witty. "But sponsorship would be a very big responsibility for one firm." Lancôme's assistant product manager Laura Glassoff said the company would probably not be interested; but Shulton's sales promotions manager Peter Barnard commented: "I haven't heard about it — but I'd very much like to."

Referring to 1986 as "the year in which one competitor was taken over by city financiers and now appears actively to be expanding its retail interests" and "another competitor continued to acquire smaller regional distributors, gradually but effectively eliminating the true alternative supplier concept", chairman David Mair claimed Unichem's growth would continue without acquisition. Unichem made £492m turnover in 1986, allocating £34.8m to shareholder members.

A management buyout means that the executive directors of TI Machines Ltd now own all the interests in the manufacture, distribution and sales of bottling and packaging machinery of TI Group plc. The company will trade from King's Langley under its original name of Rockwell Packaging Machines Ltd.

Unichem spend to beat OPD costs

Unichem plan more spending to offset the effects of original pack dispensing — and say their estimates of a 10 per cent increase in distribution costs "can only have been understated".

In their annual report for 1986, Unichem say they will have to add to their spending programme — £8m last year on extensions, a new Preston depot and central computer facilities. But they insist that investment in warehousing will enable them to overcome "problems created by the coming year's uncontrolled introduction of OPD".

VAT accounting changes from October

Cash accounting for VAT, which will provide automatic bad debt relief, is expected to start on October 1, Mr Peter Brooke, Treasury Minister of State, told the Commons last week when the relevant clause of the Finance Bill was approved without a division.

The new annual accounting procedure, under which small businesses will have the option of making one VAT return a year rather than four, will probably start in the Summer of 1988.

Mr Brooke explained that businesses opting for annual accounting would make nine payments by direct debit on account and a tenth balancing payment with the annual return. He confirmed that the two schemes will be open to businesses with an annual turnover not more than £250,000.

Mr Brooke said: "Once admitted to use either scheme, a business will not normally be required to leave until its turnover has exceeded the limit by 25 per cent to a figure of £312,500 in a year".

Interested organisations can obtain more details about the new arrangements from local VAT offices at the end of May, and further information will be provided in a leaflet to be sent to all businesses with the July, August and September VAT returns.

Mr Brooke said a business wishing to join should "complete and return to the VAT office the application form that will be part of the notice".

Mr Nigel Lawson, the Chancellor of the Exchequer, earlier joined with the Prime Minister in denying Labour allegations that the Government was planning to increase the present rate of VAT and extend its scope (see C&D last week). Labour MPs remained unconvinced, and claimed that the Prime Minister's response to a direct challenge from Mr Neil Kinnock, the Opposition Leader, justified their suspicions.

Mrs Thatcher stated: "There is no way in which a responsible Government can say that there will be no increase whatsoever in any particular tax".

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Under the microscope: Glaxo find favour with City

City optimism about Glaxo, that has pushed the company's share price from around £9 before Christmas to, at one point, nearly £17 over the past few months, appears to stand up to more detailed scrutiny.

The group, which is involved in research across a wide range of medical interests, does indeed have a number of compounds described as "extremely promising" at various stages in the development pipeline.

The first to reach the market should be Zinnat, an oral formulation containing cefuroxime axetil, of the company's successful cephalosporin Zinacef. Zinnat is expected to receive a product licence in the next couple of months, and a number of other products, either in development or approaching first phase clinical trials, could make their debut before the end of the decade.

Media attention has focussed on the as yet unnamed GR38032, which is showing promise in the fields of anxiety and schizophrenia, though Glaxo group research director Dr Terry Eaves is quick to point out that experience in humans in these areas is "anecdotal". However, the company expects to lodge a product licence in late 1988 for the compound for use as an anti-emetic. Trials in patients with cisplatin-induced vomiting have been encouraging, Dr Eaves told a recent Press gathering. And Glaxo may be in a position to licence the drug as a treatment for anxiety and schizophrenia by early 1989.

Fluticasone propionate is the latest product in a line of corticosteroids that stretches back to the mid-'50s. Dr Eaves says that of all possible applications, the dermatological ones look the least promising, but a licence application for topical use could be submitted by mid-1989. An inhaled formulation is planned for asthmatics, and Dr Eaves says that an oral formulation appears to have an

advantage over other steroids in that little is absorbed systemically, so the drug could have a role in inflammatory bowel disease. Trials are due to start in the middle of this year.

Also expected towards the end of 1989 is a new beta-2 stimulant, salmeterol. Advantages over salbutamol include a longer and greater intensity of action, Dr Eaves said.

On the very long term front and into the 1990s, Glaxo are working on GR43175, a product of serotonin research, which may be of value in migraine. "It is remarkably effective in aborting an attack, and exerts its effect on the carotid artery to re-establish normal blood flow. It looks very optimistic," Dr Eaves said.

The company is also working on GR43659, a calcium channel blocker, the thromboxane antagonist GR32191, and a son-of-Zantac, sufotidine, which Dr Eaves says has advantages in terms of a longer duration and a greater intensity of action. Sufotidine is in a full development programme, with licensing expected around 1991.

The prostenoid GR55556 and GR63178, shown to be cytotoxic in animals and with potential in solid tumours, complete the picture.

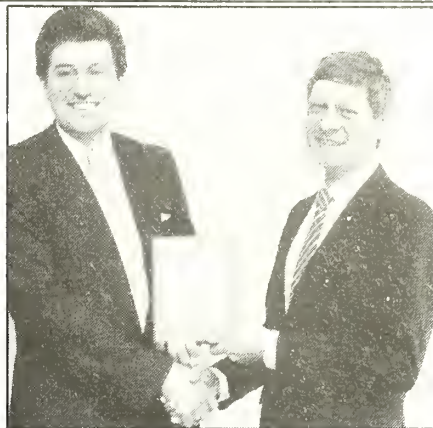
All in all it adds up to an increasing amount of research and development into the 1990s, with £100m spent on R&D in the UK in 1987 rising to around £150m by 1992, during which time the company expects to increase staff worldwide from 3,000 (UK 2,000) to around 5,000. Dr Eaves says Glaxo remain committed to research in the UK, though overseas research in cash terms could equal the amount spent in this country by 1992.

According to Dr Eaves, with the Greenford and Ware sites now complete, Glaxo are looking around the Home Counties for a third research base. He predicts an exciting future for Glaxo with this portfolio of embryonic drugs. "Some won't make it, but a lot will," he says.

The Baby Orthodontic Products postal address has changed to: PO Box 42, South PDO, Manchester M20 8YN (tel: 061 434 8437). BOP Ltd have also taken on a new retail sales and distribution company: Countercall Ltd, Bury Business Centre, Kay Street, Lancashire BL9 6BB (tel: 061 797 6263). The Countercall office will also be operating a NUK Advisory Service from their base in Hoddesden, Hertfordshire (tel: 0992 445995).

Allegheny International, who recently sold Wilkinson Sword razors to Swedish Match (*C&D*, April 4, p624), have shown a £43.4m first-quarter loss, reports the *Financial Times*; and the company's privatisation is now in trouble.

William Ransom & Son: Offices and works will be closed from Friday, May 22 until 8.30am on Monday, June 1. No goods can be despatched or received during this period.



Alan Brindley, managing director of PIF Pharmaceuticals Ltd, Nottingham, picks up his wholesaler "gold" plaque from Evans Medical's national accounts manager Keith Horton. Evans Medical introduced a selected number of "gold" wholesale accounts mainly for independent NAPD members who carry and supply the total range of Evans products. In return Evans provide retrospective discounts, increased transfer orders and promotions

Zovirax boost to Glaxo interims

A 54 per cent surge in sales of Zovirax since their 1986 interim results have helped push Wellcome's six-month profits up to £81.2m before tax.

Sales of the antiviral drug totalled £71m in the six months to February 28 — £25m up on the previous interim period. Sales of the AIDS treatment Retrovir started since the end of the half year. Pre-tax profits are up 26 per cent, with turnover up 12 per cent at £557.1m, and news of the results sent Wellcome's shares up 20p to 441p. They stood at 437p as *C&D* went to Press.

Sunday goals spelled out

A policy document has been produced by the Keep Sunday Special Campaign, spelling out the goals of an update of exemptions under the 1950 Shops Act.

The document urges the protection of "the special character of Sunday"; promotion of family life and the prevention of hardship for shop workers and residents.

Tim Astill, director of the National Pharmaceutical Association, reported to the NPA Board last week that the document had been brought out in the face of more opposition, and the board voted to support the campaign financially and politically.

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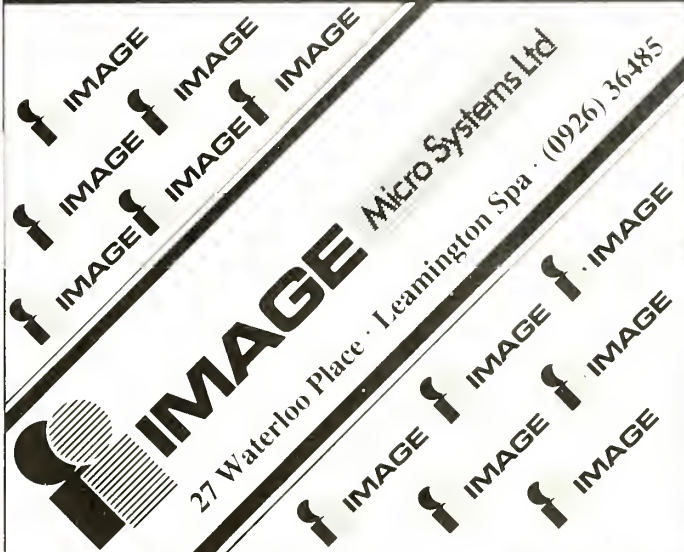
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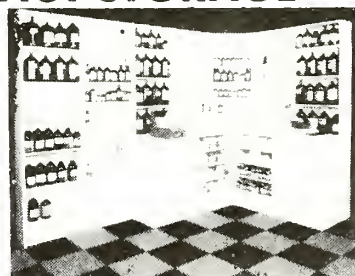
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Pharmacy in action on TV

Pharmacist Jeremy Clitherow will be appearing on Granada's "World in Action" on Monday, talking about a new theory or prescribing smoking drugs for addicts.

Mr Clitherow, an NPA Board member, was interviewed as a pharmacist rather than in his guise as secretary of Liverpool's Drug Dependency Problem Team. "The logic behind the theory is that prescribing of smoking products would entice the person away from injecting — the first step in a progression towards the ultimate goal of a drug free state," he told *C&D*.

At his pharmacy in Knotty Ash on Tuesday evening, he was filmed preparing "Mist Euphoria" and demonstrating the original skills of weighing and packing powders.

With the prescription and supply of opiates for smoking forbidden by law, Mr Clitherow and the rest of the team are questioning the possibilities if the Home Office agreed to try the theory out. "We would have to weigh up the risk of drug abuse against the benefits," he said.

In the interview with Granada, Mr Clitherow emphasised the concept of "harm reduction". "The initial goal would be to stabilise the patient on a known drug



Pharmacist Keith Bird wins a holiday on the continent and £250 spending money in the final of Wellcome's Actifed draw promotion. Mr Bird, of G.W. Yates (Chemists) in Stockport is pictured here (left) with Wellcome's area manager John Hughes and his assistants (left to right) Pat Ashworth, Georgina Mills, Angela Foster and Jean Gregory, who each win a weekend break at a Crest Hotel in Britain with £100 spending money

that can only be smoked — as compared with the commercial black market product which is conservatively estimated as being between 50 and 75 per cent granulated brick dust and/or scouring powder. If we can get people away from injecting and wrecking their veins, we can reduce the risk of AIDS, stabilise them and get them to come and see us," Mr Clitherow explained.

"We are bound to be criticised for aiding possible criminal offences. I would argue that we are doing the opposite. If we can take people out of the clutches of the black market we may have a role in crime prevention," he said.

Association Board member, appears in the first programme along with doctors, policemen, solicitors, Home Office representatives and parents. They discuss several hypothetical situations related to drug abuse put to them by the programme presenter. Mr Worby says he was "heartened" by the Home Office representative who said that for a doctor to ignore a pharmacist's advice was a serious breach of medical ethics — unfortunately this was cut at the editing stage.

apologise to customers for any inconvenience!!

... times two

London pharmacist Bob Worby features in a new Granada television series "War on Drugs", to be screened this week.

The three one-hour programmes which go out at 10.30pm on May 11, 12, 13, are entitled "The point of the needle", "Stop the traffic", and "Pushers and police". Mr Worby, a National Pharmaceutical

It's for yoo-hoo

It was all go at De Witt's last week.

While the company was moving to Hertfordshire offices last Thursday, thieves broke into the offices in Seymour Road making off with nearly all the phones.

Much to their surprise, however, helicopter police who happened to be overhead swooped from the skies, scattering the Buzzies and making them leave their booty behind them. De Witt

Gold for Fish

This year's Pharmaceutical Society Charter Gold medal will be awarded to Dr Frank Fish, dean, University of London School of Pharmacy. The award recognises outstanding services to the Society or the profession. The Charter Silver medal, for local services goes to Dr Mary Dawson, Airdrie, Lanarks.

EVENTS

Monday, May 11

Plymouth and District Branch, Pharmaceutical Society. 8pm, Board Room, Derriford Hospital, Plymouth. "Abbot's Way", talk on Dartmoor Walks, by Mr Len Copley.

Tuesday, May 12

Barnet Branch, Pharmaceutical Society. 7.30pm, post-graduate centre, Barnet General Hospital: branch meeting.

Liverpool Branch Pharmaceutical Society and Liverpool Chemists' Association. 8pm, "The Crypt", Anglican Cathedral, annual meeting and film on inhaler therapy.

Wednesday, May 13

Barking & Havering Branch, Pharmaceutical Society. 7.30pm, academic centre, Oldchurch Hospital, Romford, annual meeting, and discussion of Nuffield Report.

Advance information

The British Society for the History of Pharmacy. 6.30pm, May 21, The Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.

"Pestle and Forceps: The Pharmaceutical Dentist of the 19th Century".

National Pharmaceutical Association regional dinner. area 2, May 21, The Parkway Hotel, Leeds. Details from Mike King, NPA, 0727 32161.

Product Liability in the Production and Supply of Medicines Seminar. June 4, Barbican Centre, London EC2. Cost £160.00 plus VAT. Details from Susie Harvey, 01-242 4111.

Wassen International Ltd: Gerald Ealey is appointed group sales director. Maggy St. George is appointed advertising and promotions director.

R.P. Scherer: George Latham, director of finance and administration at the Swindon plant since 1984, has been appointed deputy managing director.

Seton Healthcare: Brian Ruane has been appointed national sales manager of the consumer division. He was previously southern field sales manager.

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